TECHNOLOGY DEPT.

First Copy

A National Newspaper for Every Branch of the Industry

Automotive Daily News

★CARS★ SHOP EQUIPMENT TRUCKS ★★AVIATION★★ PARTS ACCESSORIES ★TIRES★

Vol. 13. No. 1721 — Entered as second-class matter Aug. 27, 1925, Post Office, N. Y., N. Y., Under Act of March 3, 1879. — NEW YORK, WEDNESDAY, MAY 4, 1932 — 5 Cents. $12 Per Year.

PUBLIC LIBRARY MAY 5 - 1932 DETROIT

N. A. C. C. Members Consider Advertising Delivered Price; May Take Action on May 10

Some Manufacturers, in Support of Plan, Believe That This Would Aid in Restoring Public Confidence

New York, May 3.—The advantages and disadvantages of advertising "delivered prices" instead of f. o. b. (factory) prices are being considered by members of the National Automobile Chamber of Commerce, according to a statement made today by Alfred Reeves, chamber vice-president.

Mr. Reeves revealed that the subject will be reviewed at the next meeting of the industry's sales managers on May 10.

In support of the advertising of delivered prices some manufacturers believe that this would aid materially in restoring public confidence in prices quoted for automobiles and eliminate such misunderstanding as might result under the present system.

A change in the advertising of delivered prices in all likehood would necessitate the advertising of car prices by communities or zones.

Several companies have made individual attempts to introduce "delivered price advertising." Their experience reveals that this procedure could not be followed successfully unless it was followed by a substantial part of the industry.

G. M. ACCEPTANCE LOSES TEST CASE OVER RUM CARS

Washington, May 3.—The United States Supreme Court ruled today in the test case of the General Motors Acceptance Corporation vs. the United States that forfeiture of automobiles and other vehicles under the customs law for alleged unlawful transportation or concealment of liquor may legally be decreed.

General Motors Acceptance Corporation contended that vehicles could be forfeited under the prohibition act where provision is made for protcetion of innocent owners. The opinion of the court delivered by Associate Justice Cardozo held that forfeiture may be had even against innocent owners.

N. S. P. A. REPORTS JOBBERS IN STRONG TRADE POSITION

Detroit, May 3.—The business of the average automotive parts jobber is decidedly better than the general average of other business, says a report issued by the National Standard Parts Association, based on a summary of the financial statements of 107 average jobbers, prepared by the association's official credit department, the National Credit Office, Cleveland, O.

As compared with decreases in sales in most other industries during 1931, ranging from 25 per cent. to 60 per cent., the average automotive jobber reports a decline of only 14.6 per cent., and whereas losses rather than profits have become the mode in general business, the automotive jobber reports but a one-third decrease in his profits.

How to attain greater liquidity on

(Continued on Page 6)

ILLINOIS AND COOK COUNTY DEALERS REPORTING GAINS

Chicago, May 3.—Jubilant over the sharp sales increases for Illinois and Cook county in April over March, sales executives for verious makes of cars in the Chicago territory today expressed confidence that last month's gains may well continue during the next few months.

E. A. Martin, sales manager of the Auburn Chicago Company, stated that May and June show indications of further improvement. R. D. Hilty, sales manager of Thomas J. Hay, Inc., Reo distributors, said he felt this month and next should be at least equally as productive of sales as April and called attention to the unusual percentage of cash business being done.

From Chevrolet, Chrysler and Buick quarters came expressions of satisfaction over the April records,

(Continued on Page 6)

May Production Close to 190,000 Units, Canvass of Makers Shows

General Improvement in Schedules Anticipated This Month, With Ford Expected to Pass 40,000 Mark

New York, May 3.—If motor vehicle manufacturers are able to maintain the production schedules which have been set tentatively for May, the total vehicle output for this month will be pretty close to 190,000 units. This fact was disclosed by a wire canvass conducted by Automotive Daily News in which most of the leading producers gave, in confidence, the production total which they hope to reach during May.

The bulk of this gain over April, which this newspaper estimated at approximately 145,000 units, comes from the Ford organization. This company is now increasing production every day. The Edgewater plant in New Jersey, the Norfolk, Va., and Atlanta plants, which supply the eastern seaboard, are now beginning assembling. The Edgewater plant alone has a capacity of 800 units per day. It seems reasonable to expect that the Ford production in May will pass the 40,000 mark.

Chevrolet expects to register a considerable gain over its April volume and other General Motors divisions will contribute to the general uplift. The Chrysler organization will undoubtedly show a gain over its April figure; so will Auburn. In fact practically every manufacturer expects a widening of the market in May, with the peak sales point for the year coming much later than its traditional period.

Every manufacturer is holding his production definitely in line with sales. If for any unforeseen reason buying expands, the factories can swing production up to take care of the expansion overnight. On the other hand if sales slump below the expected volume production can be instantly geared lower to keep step with demand. There is no expectation of this latter happening, however, the industry generally carrying a feeling of watchful optimism into this 1932 sales season.

REEVES ANNOUNCES N. A. C. C. RESIGNATION FROM INTERNATIONAL

New York, May 3.—The resignation of the National Automobile Chamber of Commerce from the International Association of Motor Manufacturers was announced today by Alfred Reeves, Chamber vice-president.

The chamber's action was taken with regret, explained Mr. Reeves, because of the apparent impossibility of stimulating the development of highway usage throughout the world on the scale contemplated when the American manufacturers were invited to participate in the association's program eight years ago.

John V. Lawrence, European representative, has been instructed to tender the resignation to the bureau secretary, Monsieur R. d'Nercy.

The purpose of the Association when it was organized was to coordinate the efforts of seven automobile manufacturing countries in promoting highway transportation in the one hundred or more countries throughout the world where motor vehicles are not manufactured.

During the last six years representatives of the National Automobile Chamber of Commerce have visited fifty-six different countries, by invitation, giving illustrated lectures before native motor dealers, bankers, highway commissioners and other government officials on the various phases of motor transportation.

FORD STARTS OUTPUT OF NEW V-8 MODELS IN KEY CITY PLANTS

New York, May 3.—Actual production of Ford V-8 models in various assembly plants located in key cities throughout the United States has been started by the Ford Motor Company this week, and it is anticipated that this company will reach a total of 40,000 units for the current month.

Operations at the Edgewater, N. J., plant have begun, and cars are already going forward to dealers in

(Continued on Page 2)

DE VAUX ANNOUNCES $65-$75 PRICE CUT ON ALL 1932 MODELS

Grand Rapids, May 3. — Price reductions ranging from $65 to $75 on all models are announced by Continental DeVaux, effective at once. This new list makes the base price $725 instead of $795.

The revised prices compared with the old list are as follows:

	New price	Old price
Standard coupe	$725	$795
Standard coupe R. S.	775	845
Standard sedan	775	845
Custom built coupe	845	895
Custom built sedan	845	895
Custom built conv. coupe	895	945

"The price reductions we are announcing have been made possible because Continental Motors, of which we are a subsidiary, has been able to effect economies in production after a study of our production problems in the two weeks the lines have been running on 1932 models," said R. H. Mulch, sales manager of the company in making the price reduction announcement. He further stated that production schedules for May have been set at between 1,200 and 1,500 cars.

DE ROY SPIKES RUMORS OF RETIREMENT PLAN

Detroit, May 3.—Aaron De Roy, veteran Hudson and Essex distributor here has resorted to extensive local newspaper advertising to kill the rumor of his retirement.

Mr. De Roy, whose business as an automobile dealer and distributor is of over twenty years standing, utilized large space in the Detroit Sunday newspapers to declare the falsity of the rumor which was spreading about the trade and to emphasize his intentions of remaining in business.

SOUTHERN PACIFIC INCREASES FREIGHT MOVED BY TRUCKS

New York, May 3.—The Southern Pacific Company increased the freight it moves by motor truck in California, Oregon and Arizona by 438 per cent. in 1931, compared with 1930, Hale Holden, chairman of the executive committee, says in his annual report.

These operations are carried on by the Pacific Motor Transport Company, a subsidiary, which provides door-to-door service and also maintains three highway lines as feeders to the railway. Its operations are still intrastate, although the filing of interstate tariffs with the Interstate Commerce Commission is under consideration.

"Service of the Pacific Motor Transport Company is increasing in popularity and the outlook is good for continued success in recapturing not only less-than-carload freight but also much carload freight, which has been lost to highway motor-truck carriers." said Mr. Holden. Door-to-door service provided in Texas by the Southern Pacific Company brought traffic which was "quite satisfactory," he asserts, and

(Continued on Page 6)

KEY CITY SALES SHOW GAIN IN EAST; LOSSES IN FAR WEST

New York, May 3.—Automotive Daily News has conducted its usual survey of sales in key cities, and the April totals are not impressive due to losses in the Southwest and Pacific Coast cities. Other sections, however, report fair gains.

The Cleveland Automobile Manufacturers and Dealers Association reports that sales of new cars in April in Cleveland were 1,768 units, compared with 1,240 in March and 3,867 units in April, 1931. Used vehicles sold during April this year totaled 8,330, as against 5,559 in March and 12,413 in April last year.

In Ramsay county, Minn., wherein is the city of St. Paul, passenger cars were sold in April to the number of 661, comparing with 391 in March and 1,305 in the same month last year. Motor truck sales in April this year numbered 102 trucks as against 62 in March and 168 last year. The figures for the first four months of 1932 show passenger car sales to the number of 1,704 and 320 trucks, which compares with 3,530 passenger cars and 436 trucks in the same period of 1931.

The month of April showed 268 passenger car sales in San Antonio, Tex., against 629 last year and 284 in March this year. Truck sales were 24 against 53 a year ago and 34 in March 1932. Used units totaled 710 sales against 685 in March and 1,051 in April a year ago. April exceeded March this year only in used vehicle sales.

Louisville, Ky., reports 395 sales for April, 1932, against 276 in March and 756 in April last year. The first four months of 1932 show a total of 1,256 sales, against 1,982 in the same period of 1931.

San Francisco reports 672 sales up to April 26, 1932, comparing with 1,312 to the same date in 1931, and 757 for the same days in March this year.

Los Angeles had 1,074 sales up to April 26, 1932, comparing with 2,726 up to April 25, 1931. March total this year, up to March 26, was 1,052 units.

ROCHE AGENCY JOINS WILLIAMS & CUNNYNGHAM

Chicago, May 3.—Announcement of the merger of two well known advertising agencies, doing a combined annual business of $9,000,000, was made here yesterday by John P. Roche and Lloyd Maxwell, presidents, respectively, of the Roche Advertising Company and Williams & Cunnyngham.

ENGINE REBUILDERS TO MEET MAY 30

New York, May 3.—The tenth annual convention of the Automotive Engine Rebuilders Association will be held at the Claypool Hotel, Indianapolis, Ind., May 30 to June 2. An elaborate program, interspersing entertainment with technical sessions, has been arranged. A feature of the entertainment program includes attendance at the annual 500 mile international sweepstakes race at the Indianapolis track May 30.

Technical sessions will start immediately after the race and will close June 2. Speakers at the sessions include Ray Small, Perfect Circle Company; A. T. Colwell, chief engineer of Thompson Products Company; A. J. Mummert, chief engineer of McQuay-Norris Manufacturing Company; Paul Stokes, research director of the National Retail Hardware Association; Fred Duesenberg, engine builder; Paul Sandt, merchandising director of the National Standard Parts Association; C. L. Cummins, Cummins Diesel Engine Company; Thomas Newell, Auto Parts Company, Ann Arbor, Mich.; John Wilson, H. and H. Machine and Motor Parts Company, St. Louis, Mo., and C. T. Hoover, Eagle Machine Company, Indianapolis.

McCLAREN RUBBER NEAR FULL CAPACITY

Charlotte, N. C., May 3.—With production now practically at capacity, the McClaren Rubber Company of Charlotte now has approximately 400 persons on its pay roll, according to a report obtained from the company's general offices.

BUICK APRIL SHIPMENTS

Detroit, May 3.—Buick Motor Company produced and shipped 4,092 cars in April, against 6,747 in March and 13,939 in April, 1931.

CANADIAN MOTOR PLANTS BENEFIT BY NEW TRADE PACT

Toronto, Canada, May 3.—Under the new Canada-New Zealand trade pact, announced at Ottawa by Hon. H. H. Stevens, minister of trade and commerce, Canadian motor plants stand a chance of-establishing export relations with New Zealand as a result of 50 per cent. reduction in duties applied on imported automobiles of Canadian manufacture.

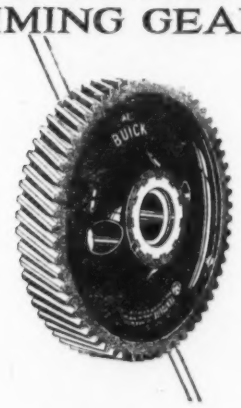
A British preferential tariff on all exports to New Zealand, with the exception of automobiles and five other commodities, has been agreed to by the two countries for a term of one year. Although not subject to the full British preferential, Canadian-made automobiles will receive a substantial reduction from the general tariff, amounting to practically a 50 per cent. cut from the present rate.

On automobiles between 50 and 75 per cent. Canadian content a basic rate of duty of 20 per cent., as against 40 per cent. general and British preferential of 10 per cent. has been declared. The tariff rates, inclusive of "body" duty and surtaxes, on automobiles valued up to £200 are: 26¼ per cent. British preference and 68¾ per cent. general on cars with 75 per cent. or more Canadian content; Canada is accorded the British preferential, and on cars of between 50 and 75 per cent. Canadian content, a rate of 38¼ per cent. ad valorem.

RAYBESTOS OPENS NEW COAST HEADQUARTERS

Sacramento, Cal., May 3 (UTPS).—Raybestos Company, brake lining manufacturing and selling firm, has established wholesale headquarters in Sacramento, with Ed Reit of the wholesale staff of the San Francisco branch as manager. Reit's territory will be from Fresno on the south to Redding on the north; this territory covering four distributors and several hundred dealers in addition to the Sacramento representation.

TEXTOLITE
TIMING GEARS



Timing Gears Have Kept Pace!

Big as the advancements in motor design have been, they have not outstripped the advancement in nonmetallic gears.

If you have not watched the progress on timing-gear design, you have a big surprise coming—particularly if you examine the new Textolite Timing Gears.

There is no comparison with accuracy in a good gear drive. It is a token of good manufacture throughout the car.

830-78

GENERAL ELECTRIC

FORD STARTS OUTPUT OF NEW V-8 MODELS IN KEY CITY PLANTS

(Continued from Page 1)

the metropolitan New York area. Minor Ford assembly plants, however, are still concentrating on the four-cylinder commercial units. It is understood that the usual problem of co-ordinating parts lines has been worked out satisfactorily and that additional plants in many cities will swing into operation within the next ten days.

Editors of the Automotive Daily News were treated to a private driving demonstration of the new models here yesterday. The car proved highly satisfactory in traffic, with rapid acceleration, ease in handling, smooth braking action and freedom from vibration.

FORD NORFOLK, VA., PLANT RESUMES

Richmond, Va., May 3 (UTPS).—Production at the Ford assembly plant at Norfolk, Va., has been inaugurated, marking the first industrial revival of consequence this year in the Norfolk area, according to advices received here. The plant is operating on a five-day-week basis. Five hundred employees have been put to work and are being trained in the assembly of the new models, and an additional 1,500 are to be placed on the payrolls this week.

Full production will not be attempted until the men are trained to the new work and the machinery is put through a "shaking down" process, but the increased payroll is expected to have a decidedly healthy effect on the Norfolk employment situation. The Norfolk assembly plant will serve the Virginia and North Carolina territory, as well as parts of that usually served by plants in other parts of the country.

TWIN CITY FORD PLANT STARTS OPERATIONS

St. Paul, Minn., May 3 (UTPS).—The Twin City Ford plant started today with 900 men on assembly line production, one shift of eight hours for a five-day week. Manager C. B. Ostrander says by the first of next week production will increase gradually and the plant will probably be on a full time basis by the latter part of May, which is 350 to 400 cars a day and between 2,000 and 2,200 men in three shifts. Former employees are being considered first.

MEMPHIS FORD PLANT RESUMES OPERATIONS

Memphis, Tenn., May 3.—The Memphis assembly plant of Ford Motor Company swung into action on trucks and commercial cars this week with 300 men working. This is an addition of 200 to the crew heretofore employed during past month. Passenger cars assemblage will start in about ten days, when a staff of about 800 will be active. B. W. Slagle is manager of Mehphis plant. The plant quota will be about 108 passenger cars per day.

OKLAHOMA CITY FORD PLANT PREPARING TO START

Oklahoma City, Okla., May 3.—The Ford Motor Company assembling plant here is not likely to start production of the new V-8 for a week or two, although assembled cars are being shipped here the last few days, M. N. Johnson, district manager, announced. Meanwhile 150 men are at the plant getting it in readiness for production.

MURRAY WOOD PRODUCTS ENLARGES PAYROLLS

Memphis, Tenn., May 3.—Murray Wood Products Company has taken on a large force of men at plant in North Memphis to supply body parts for the new Ford models.

HUPP APRIL SHIPMENTS

Detroit, May 3.—Hupp Motor Car Corporation shipped 1,293 cars in April, compared with 2,622 in March and 3,139 in April, 1931.

SPARKS *from* DETROIT

Rippingille in Race

* * *

Detroit S. A. E. Program

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The Plymouth for Seven

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'Specks I'se Wrong

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Radio Reconnoitering

* * *

John Chick, Traveler

Chris Sinsabaugh—Detroit Editor

E. V. RIPPINGILLE of General Motors is running without opposition for the post of chairman of the Detroit Section of the Society of Automotive Engineers, to succeed Alex Taub of Chevrolet, who is completing a term that has bristled with activity and success.

The annual meeting is to be held next Monday at the Book-Cadillac, and inasmuch as there is only one ticket in the field it is a certainty the Rippingille administration will land the jobs. George B. Allen of Dodge is to be vice-chairman of passenger car activity; J. W. Votpyka of Le Baron of body activity; R. N. Du Bois of Continental of aeronautic activity; H. T. Woolson of Chrysler of student activity; V. P. Rumely, Hudson, secretary, and F. W. Marschner of New Departure, treasurer.

* * *

INSURING A BIG ATTENDANCE at this annual meeting of the Detroit section of the S. A. E. is the fact that the engineers have signed up none other than Charles F. Kettering for the big talk of the evening. There will be lots of others talk, too; for according to the production schedule, there may be discussed at the tables during the meal such important subjects as prohibition, floating power, the new Ford, doughnut tires, free wheeling, syncro-mesh gears, double ratios, engines behind, engines in front, extreme stream line bodies, bug screens and gratings, Diesel engines, all kinds of plumbing and electric wiring, sales departments, the depression, the panic, the gold standard, politics and prohibition. "All disputes settled in the anteroom," says the program.

* * *

REMEMBER, when the new Plymouth line was announced, the column picked out the seven-passenger job as worthy of future consideration—a job on an 121-inch chassis, selling for $725?

Well, Plymouth only got into production on this about ten days ago, so the dealers never had a chance to get acquainted with it until then. When they saw what a big package it was, the orders came flocking to the factory. Before the assembly line had been running two weeks, the original production schedule was more than doubled. Which goes to show that the dealers feel there is a real need for a seven-passenger low-priced job within reach of a poor man's pocketbook.

* * *

I MUST GET me some new reading glasses, for the ones I am using got me into a pretty pickle. I wrote a little story about the wheel alignment and steering tester brought out by the Riess Manufacturing Company of Dayton, O., and what did I do but call it a Steer-O-Meter, when it should have been Steer-O-Master. My apologies to Brother Lantz. Please correct the clipping in your scrapbook.

* * *

THE COLUMN CONDUCTOR had a perfectly good reason for accepting the invitation of Rand Dustman of Erwin-Wasey to take in the Camels cigarette quarter-hour broadcast when Morton Downey and Tony Wons were in Detroit last week. There was a natural tie-up, in that the automobile industry really is responsible for the stranglehold Downey now has on radio broadcasting. Had it not been for W. J. McAneeny, president of Hudson-Essex, discovering Morton's voice, while W. J. was wintering in Florida, Downey probably would still be a saxophonist. Mr. McAneeny sent him abroad to cultivate his voice, and now look at him!

And on top of that, there is the present writer's personal admiration for that coaxing, persuasive voice of Tony Wons. What a man to get the name on the dotted line, if applied in a business way!

* * *

JOHN CHICK, Cadillac-La Salle general sales manager, gets his information first hand. That's why he is out on the road right now, talking to his dealers. In his own Cadillac V-16 he is on an 8,000-mile trip, calling on the men who sell his stuff. His itinerary includes stops at Buffalo, Syracuse, Rochester, Albany, Utica, Fort Wayne, Indianapolis, St. Louis, Kansas City, Tulsa, Oklahoma City, Dallas Houston, Fort Worth, Memphis, Louisville, Lexington, Cincinnati and Dayton.

Retail Salesmen—This Is Your Page

This department is devoted to the interests of the retail sales division of the industry. Salesmen, this is your department. Automotive Daily News wants you to get something from this department that will help you in your work on the firing line. It wants you to pass on your own experiences, successes, failures to help your brother salesmen. Send in your story in the form of a letter, or even a postal card, and let us get it ready for publication. Your achievement or your mistake may help another salesman to make sales or avoid errors that cost you commissions.

Dealers read this page. Give us the benefit of your reactions on these problems that affect the work of your salesmen, the men on the firing line, the men who bring home the bacon or don't.

DECRIES ANTIQUATED SERVICE OF MOST AUTOMOBILE DEALERS

Predicting that automobile dealers' service may be absorbed by rapidly increasing independent super-service stations, H. Bertram Lewis, vice-president of Commercial Credit Company, advises automobile dealers to give greater attention to servicing their car owners.

He believes that the car owner has a right to expect not only good service from his dealer, but service that pleases. Furthermore, he sees business wisdom in intelligent service, as it keeps the dealer in closer contact with his customers whereby he will know when these car owners are in the market for a new car.

From his observations Mr. Lewis says too many dealers are thinking in terms of shop methods instead of owner-satisfaction. He is amazed that "dealers have let their service competitors get so far ahead of them. Unless they soon catch up, the profitable proportion of the total service volume will be in others' hands to stay."

Mr. Lewis tells about one super-service manager who made it a point to meet personally every customer of the establishment and to make them aware of his personal interest in them.

"Among other convenience features is the distribution of the day's newspapers to customers who wait while the work on their cars is being done," Mr. Lewis explained. "Stickers attached to these papers advertise the full line of services the station has to offer. Another advertising feature is the presentation of a set of dishes, costing 91 cents, delivered, to each owner who buys $10 worth of service at one time. With certain classes of customers this very practical form of bonus has been a real drawing card.

"This super-station follows its customers first with postal cards and then, if the cards bring no response, by telephone. Three weeks after the completion of each mechanical job a return postcard is sent to the customer asking for his comments on the work. This serves the dual purpose of demonstrating their interest in the customers' satisfaction and enabling them to quash dissatisfaction, if any exists, before it has had time to take deep root.

"It has never seemed sound business to this organization to maintain a strict cash basis. Its management realizes that the most desirable of its potential customers are accustomed to credit, deserve it and expect it. They receive it from all other classes of retail establishments and would resent its refusal by an automobile repair shop. These are the people who spend the most money on their cars and have the most numerous and influential friends. Their good will means an ever-increasing volume of desirable business. They are therefore allowed to charge their supplies, accessories and repairs, and are not billed for repairs until two weeks after the work has been done, so that if dissatisfied they will have plenty of time to complain before the bill arrives.

"Persons whose credit record does not justify a charge account to start with are held to cash throughout. The plan of operation in this respect corresponds with that of any other well organized retail establishment—credit to whom it is due and cash terms to others, with collections on all open accounts handled in a businesslike manner.

"The non-dealer element in the service business has nothing but service to sell, and because its very life depends on its service technique the essentials of the service art have quickly been apparent to it. And unless the dealer too wakes up to these requirements the time is not far distant when the cream of the service trade will be out of his hands for good."

WORCESTER A. T. A. ELECTS A. H. DAVIS

Worcester, Mass., May 3. — The Worcester Automotive Trade Association at the annual meeting in the Bancroft Hotel here elected Allan H. Davis president.

Other officers elected were: vice-president, Maurice E. Tuller; secretary-treasurer, Richard V. Lowe; executive committee, Ralph B. Jacobs, Chester M. Stanley, William T. McOwen, William F. Bennett and Edward G. FitzHenry.

Day Baker, legislative counsel for the Automobile Owners' League, said that the "Legislature is liable to put bad laws on the books unless it is watched carefully." He urged motorists to organize to protect their interests.

Charges that Gov. Ely and other prominent state officials were guilty of "cheap duplicity" in taking $3,000,000 from the state highway fund last year and appropriating it indirectly to other uses were made by Frank A. Goodwin, former registrar of motor vehicles and now president of the newly formed Automobile Owners' League, Inc., speaking to the dealers.

In his address, in which he urged motorists to organize "for their own protection," Mr. Goodwin said that the state government needed this $3,000,000 because of "the bungling and extravagance of the state administration last year."

He also accused the state insurance commissioner of the "boldest and cheapest tricks" in raising short term insurance rates without notifying any one before he did it.

Taxes paid by motorists have grown more rapidly than any other form of taxation, Mr. Goodwin continued, saying that $51,000,000 was paid by motorists last year in such direct taxes as excise taxes, gasoline taxes, compulsory insurance and fines.

"Real estate has been bled white," he continued, turning to other forms of taxation. The cost of government has gone up tremendously in the past few years and the home owner and real estate man have had to bear this whole increase.

He urged the taxation of intangible property such as stocks and bonds. He said public utilities, such as light, power and transportation, could well afford to pay increased taxes.

KANSAS CITY DEALERS ASS'N ELECTS OFFICERS

Kansas City, Mo., May 3.—At a meeting of the board of directors of the Kansas City Motor Car Dealers Association the following officers were elected to hold office for the coming year: E. F. Walsh, Jr., president; R. S. Armacost, vice-president, and George A. Bond, secretary-treasurer.

TRENTON DEALERS INAUGURATE DRIVE TO BOOST SERVICE

Trenton, N. J., May 3.—The Trenton Automobile Trade Association has started an intensive newspaper campaign to sell the service shops of its dealer members to the car owners.

"Automobile service from the dealer who sold you your car is the most complete, competent and best," the association declares in its copy.

Continuing, the advertisement reads:

"It stands to reason: It's just plain common sense that the man who demonstrates, sells and repairs one make of car knows more about that car than any 'odd-job' man could possibly know, no matter how expert.

"The dealer employs specialists: When the trouble is discovered, your dealer puts a man to work who knows all about that particular thing—ignition, battery, engine—whatever it may be. You get a specialist's skill at ordinary labor charge.

"The dealer has the manufacturer's help: The dealer has a vast fund of experience at his command in the shape of expert counsel from the manufacturer, who is interested that you should get the greatest possible satisfaction from your car.

"It costs you no more: In the long run the money you think you save by cheap 'around-the-corner' labor is more than lost by extra repairs and breakage of unfit parts.

"Make up your mind right now—the next time you need expert service to go to the dealer who sold you your car."

The dealers co-operating are: Balderston-Chevrolet Company, Inc., Chevrolet; Brock's Garage, Inc., Buick; Bozarth's Motors, Graham; Druck Motor Company, Dodge and Plymouth; Faber Motor Company, Willys and Willys-Knight; Fitzgibbon & Crisp, Inc., commercial bodies; Gomery-Schwartz Motors, Hudson and Essex; Hoffman Motors, Inc., Marmon and Durant; Johnston, Inc., Pierce-Arrow; Mandeville Motor Company, Chrysler and Plymouth; Martin Bros., Dodge and Cadillac; McCardell & Co., commercial bodies; McIlvaine Motor Company, De Soto and Plymouth; Motor Sales and Service Company, Packard; Piper Motor Company, Nash; Rogers, Anthony, Inc., Oldsmobile; Stacy-Trent Garage, Pontiac; Toman Motors, Inc., Hupmobile and Austin; Trent Motor Company, Ford; Trenton White Truck Company, White trucks; Weeden Motor Company, Studebaker; Weinmann's Garage, Reo; Willey Motor Company, Ford and Lincoln.

SUN OIL PLANS CHAIN OF SUPER SERVICE STATIONS

Buffalo, May 3.—The Sun Oil Company is making plans for a series of super-service stations in the cities and towns of what is known as the southern tier section of western New York. One site has been leased in Canisteo Street in Hornell and another is understood to be ready for leasing in North Hornell. Arthur Peters of Hornell is in charge of the operations in that vicinity.

BRITISH COLUMBIA BOOSTS GASOLINE TAX TO 7 CENTS

Vancouver, B. C., May 3.—Gasoline in British Columbia is now subject to the additional 2 cents a gallon tax, bringing the total government levy to 7 cents a gallon instead of 5 cents, as formerly. The tax has also been extended to include fishermen and owners of private and commercial boats. In the past the tax applied only to those operating vehicles on a public highway.

RAILWAY ADOPTS MOTOR CAR SERVICE

Waco, Tex., May 3.—Motor car service was inaugurated April 26 for the first time in Texas by the M., K. & T. Railroad Company, when two gas-electric-propelled cars, built in St. Louis at a cost of $60,000 each, arrived here and were placed in operation on the Texas Central, between Waco and Stamford, supplanting steam trains.

TRUCKS ON JACKS

Opportunity for Replacement Parts Salesmen to Sell Fleet Owners, Who Have Been Out of the Market for Some Time

By MORRIS R. MACHOL
Fleet Owner, List Company

The reason given by most people for poor business in the automotive field is, in very truth, the one real ray of hope in the situation, and "trucks-on-jacks," the present liability, is the actual asset of the future. For "trucks-on-jacks" is the one thing that will inevitably lead the way out of the depression in the automotive replacement parts and service field.

Ask any one in a replacement parts organization or among the distributors of any sort of automotive supplies and materials or any one representing a manufacturer, and salesmen, sales managers or executives alike will tell you, nine out of every ten of them, that the chief reason why business is rotten is because the most prolific consumers of parts, supplies and services are the fleet owners, and that those fleet owners are not buying a nickel's worth unless they actually have to. They will explain that a typical fleet owner with 100 trucks and twenty passenger cars is likely to have eighty of the trucks and ten or fifteen of the passenger cars tied up in cold storage. There is no work for them, they are "on jacks." The other twenty trucks and five cars are being used for what business there is to do.

How does this fleet owner keep these twenty trucks and five cars on the job without spending money? That's easy. Suppose a truck has a collision and gets a smashed radiator. Does the company immediately send that radiator out to be repaired? It most certainly does not. It promptly puts the damaged truck in the garage and takes out the good one and runs it. Or suppose that on one of the trucks, which is being operated, a magneto or distributor goes wrong. Since "Top-Sides" has issued orders that all expenditures of money should be avoided unless absolutely necessary and, since business is slow, why repair a truck or a part while a perfectly conditioned one is standing idle?

During the past year or two the fleet owner systematically robbed those "trucks-on-jacks" that were in the garage and replaced damaged or broken parts on the operating cars without spending any money. But this can't go on forever.

Today a typical fleet owner who has twenty trucks operating may have eighty pieces of idle equipment on jacks in various stages of disrepair, and none of these eighty will be in operating condition.

Inevitably, this country will start, sooner or later, to get over its ills and "snap out of it." Depressions never last forever! And when these fleet operators start to get work, they are going to have a lot of replacement parts to buy, and a lot of repairs to do. The trucks that were on jacks will have to be put in running condition. Money will have to be spent on them, even though the private cars owned by the executives of the company are still allowed to linger in cold storage, or are operated at minimum carrying charges.

There were about 3,000,000 trucks registered in this country in 1931. It has been estimated that over half of these are owned in fleets of ten or more. Today a large proportion of those fleets are idle, but some day, and not very far in the future either, there is going to be work to be done on these fleets. They will have to be put into operating condition.

Here, then, is a tremendous backlog of business, a reservoir that will help car accessory and replacement parts manufacturers, and the entire service end of the automotive industry out of their depression. These fleet owners will be buying equipment in volume long before the individual owner gets busy in spending money for his personal car. Manufacturers realize this, and, with commendable foresight, many of them are giving serious consideration to plans for direct solicitation of this tremendous fleet owner field. Even though most of these manufacturers will clear this business through their distributors, their jobbers or through their regular trade channels when they secure it, they are making direct contacts now with the man who will do the buying.

Why should a manufacturer spend money to reach individual owners where each contact means the ownership of one vehicle and where much of the buying will be deferred when he can spend his time, money and effort in soliciting the fleet owner field where the average contact means the ownership of sixty to 300 vehicles, particularly since this fleet field is very likely to represent a real buying market long before the rest of the industry?

It costs almost as much money to reach the individual car owner as it does to reach the fleet owner and the individual car owner buys for only one vehicle. In lean years the individual postpones buying as long as possible. The business of the fleet owner depends on his keeping his cars in condition. As soon as his business begins to pick up he MUST begin to buy, and one contact with the fleet owner means contact, not with one car, but with ten cars or 10,000 cars.

The fleet business is worth the solicitation of any manufacturer or distributor, and will inevitably be the first boost in the automotive industry when the time comes to take the trucks off their jacks.

G. E. Organizes New Air Conditioning Dept.

The organization of an air conditioning department within the General Electric Company, which will market various electrical devices for home heating, humidifying and temperature control, has been announced by President Gerard Swope.

J. J. Donovan of Cleveland, formerly in charge of apartment house refrigehation sales, will be manager Associated with him will be E. D. Harrington of Schenectady, in charge of application engineering; J. R. Rue of Pittsfield, in charge of manufacturing, and H. S. Woodruff of Schenectady, in charge of design engineering. Headquarters will be maintained at General Electric's New York offices, 120 Broadway.

CHEVROLET PROSPERITY FLEET TO TOUR NEWARK

Newark, N. J., May 3.—Chevrolet will tour Newark during the next ten days with the prosperity fleet, comprising an entourage of three cars and three trucks depicting the far reaching effect of automobile business upon work and wages.

CHEVROLET NAMES PACKER

Oakland, Cal., May 3 (UTPS).—W. M. Packer has been appointed Pacific regional sales manager for the Chevrolet Motor Company, with his headquarters in Oakland. Mr. Packer served as city sales manager in Los Angeles for the Chevrolet and later Eastern regional sales manager. He succeeds E. W. Fuhr, who has taken an indefinite leave of absence because of ill health.

Automotive Daily News

"Of, By and For the Entire Automotive Industry"

Published Every Day Except Sunday and Monday by
AUTOMOTIVE DAILY NEWS PUBLISHING CORPORATION
350 Hudson St., New York, N. Y.

D. J. Elder, President. H. A. Tarantous, Vice-President. Alexander Johnston, Secretary
Entered as second-class matter August 27, 1925, at the post office at New York, N. Y., under the Act of March 3, 1879.

350 Hudson St., New York, N. Y. Telephone CA nal 6-1000

MEMBER A. B. C.

Mail subscriptions to CIRCULATION DEPARTMENT 1926 Broadway.
Telephone TR afalgar 7-4500

Subscription Rates. One year, $12.00; two years, $20.00 for United States and Canada also Mexico, Cuba and Panama
To Other Countries, One Year, $15.00; two years, $26.00. Single copies 5 cents.

WEDNESDAY, MAY 4, 1932

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Just Better Transportation

IN its recent report on transportation problems created by the motor truck and the motor bus, the Interstate Commerce Commission included the following statement:

"Motor buses carried 71 per cent. as many passengers and earned 40 per cent. as much gross passenger revenue as did the Class 1 railroads in 1930, and in point of distance covered did 26 per cent. as much business as the rail carriers."

This brief paragraph sums up the causes behind the railway campaign to have the bus business throttled, choked and if possible eliminated from the transportation field by means of Federal regulation, increased taxes, or any old way that will do the job.

We are bold enough to believe that the millions of people who traveled by bus in 1930 and the increased millions who did so in 1931 and are doing so in 1932 did not hail buses because they knew the boys who drove them or liked the men who ran the bus lines or admired the color of the paint on the vehicles. They used buses because they provided a more convenient or cheaper or speedier method of getting from one place to another than the rail carriers were able to furnish.

Under certain conditions, motor bus transportation is better than railway service. Under other conditions the railway train is more satisfactory than the bus. Whichever happens to be the better mode of getting about under any given set of circumstances will attract the traffic.

It is quite human for the railway people to want to throttle bus transport and drive it off the roads if possible. But even if that could be done, it is a very poor solution of the problem. The disappearance of the motor bus would send some of the traffic back to the railways, but not all. Many people who use buses now would buy private cars or use those that they have rather than travel by rail when it was inconvenient to do so.

A far more constructive move would be for the railways to go into the bus business on a grand scale. The railway people are experts in transportation. There is no reason why they cannot operate bus lines better and more economically than the ordinary operator. In the East we have a classic example of what can be done along these lines. The Public Service Corporation of New Jersey operated the electric lines in the northern part of the state. The motor bus under individual ownership came into the field and the Public Service began losing thousands of customers. Things did not look any too well for the former electric line operator.

But then some one had a bright idea. The Public Service Corporation suddenly appeared as an operator of motor bus lines. It proved that it could do the job satisfactorily and people continued to patronize the P. S. buses in increasing numbers. Today the corporation operates thousands of vehicles, serving the whole northern half of the state and doing it extremely well.

To us this is the only sensible solution of the matter. People like bus transportation and they are not going to have it driven off the roads to oblige the railways. Surely the suggestion here is obvious.

What Advertising Does

ALFRED T. FALK, director of research of the Advertising Federation of America, recently completed a compilation showing the direct effect of advertising. He took the general business activity curve in thirty-four cities where newspaper advertising was carried in greatest volume and in thirty-four cities where such advertising had lagged.

In the advertising cities the business volume curve has steadily drawn upward from the average for the country and in the non-advertising cities it has steadily fallen below. Surely, this is about the most direct and convincing proof of what advertising can do when it gets a chance.

S. A. Countries Want Motor Transportation

There is a growing realization of the value of automotive transportation in South American countries, according to Trade Commissioner Thomas C. Ballagh of the Commerce Department's office in Buenos Aires, who is now in this country on a business conference tour.

Observations by Mr. Ballagh of conditions in leading markets of that continent on his return to the United States clearly proves, he says, the necessity of motor transportation in connection with future development of South American countries. An improvement of purchasing power there should be followed quickly by an increased demand for American motor vehicles, he said.

"While the present low level of imports of automobiles in South America has affected our export trade, the cessation of importing has enabled dealers in that part of the world to reduce their large stocks of cars and trucks," said Mr. Ballagh.

COMING EVENTS

MAY

1- 8—**Penzan, Poland.** International Fair.
2- 6—**Philadelphia, Pa.** American Society of Mechanical Engineers management division meeting.
4- 6—**Honolulu, Hawaii.** National Foreign Trade Council.
4- 7—**Dublin, Ireland.** Commercial Car Show.
7-11—**Cleveland, O.** American Society for Testing Materials, meeting.
7-16—**Budapest, Hungary.** International Fair.
12-13—**Cleveland, O.** American Gear Manufacturers' Association, meeting.
14-15—**Atlantic City, N. J.** Annual convention New Jersey Automotive Trade Association. Hotel Jefferson.
16-20—**San Francisco, Cal.** United States Chamber of Commerce, annual meeting.
19-20—**Chicago, Ill.** National Battery Manufacturers Association meeting. Hotel Sherman.
23-26—**Chicago, Ill.** Radio Manufacturers Association, meeting. Hotel Sherman.

JUNE

Paris, France.—International Automobile Manufacturers Association sixth annual Motor Transport Congress.
1- 3—**Tulsa, Okla.** American Petroleum Institute, mid-year meeting, Mayo Hotel.
8-11—**State College, Pa.** American Society of Mechanical Engineers, National Oil and Gas Meeting.
12-17—**White Sulphur Springs, W. Va.** Society of Automotive Engineers, summer meeting.
20-24—**Atlantic City, N. J.** American Society for Testing Materials, annual meeting. Chalfonte-Haddon Hall.

JULY

3—**France.** Grand Prix Automobile Race.
5- 9—**Southampton, England.** Commercial Car Show.
9-10—**Belgium.** Grand Prix Automobile Race.
17—**Germany.** Grand Prix Automobile Race.
20-22—**Llandrindod, Wales.** Commercial Car Show.

OCTOBER

3- 7—**Washington, D. C.** National Safety Council, meeting.
3- 7—**Buffalo, N. Y.** National Metal Exposition, 174th Regiment Armory. W. H. Eisenman, 7016 Euclid Ave., Cleveland, director.
3- 7—**Buffalo, N. Y.** National Metal Congress. Sponsored by American Society for Steel Treating, with cooperation of American Society of Mechanical Engineers, Institute of Metals and Iron and Steel Divisions of American Institute of Mining and Metallurgical Engineers, American Welding Society, Wire Association.
13-22—**London, England.** Olympia Show.

SPRING SPECIALS
FILL your lungs with the balmy ocean air that builds you up and makes you feel younger, healthier, happier. Enjoy Atlantic City at its best.
Room and Meals with Private Bath and Shower . . . $6
Special Weekly Rates.
NEW—FIREPROOF
Overlooking Boardwalk and Ocean
The MADISON
OWNERSHIP MANAGEMENT
ATLANTIC CITY
NEW JERSEY

Trade Association News

Rhode Island Truckers Warned of Weight Ruling

The Rhode Island Truck Owners' Association is sending out the following bulletin to members: The maximum gross weight allowable on the highways of the state of Rhode Island on a pneumatic-tired two-axle vehicle is now 32,000 pounds.

The maximum for a solid-tired vehicle is 28,000 pounds.

The method which the state board has always pursued in granting registrations will apply. Trucks manufactured under a maximum gross allowance will be given the rating in accordance with the manufacturer's recommendations up to the new gross of 32,000 pounds. On trucks with a manufacturer's tonnage capacity, the state board's standard method of arriving at a mixmum will still apply. For example, if you own a 3½-ton truck, the maximum pay load will not be over 10,500 pounds. The standard overload of 50 per cent. of manufacturer's rating may be obtained up to the gross of 32,000 pounds after proper braking equipment and all necessary safety devices have been approved.

Washington, D. C., Dealers Hold Monthly Meeting

The May meeting of the Washington Automotive Trade Association was held at the Racquet Club, Washington, D. C., at 8.30 p. m. Monday.

Counsel Guy submitted his recommendations relative to the steps that members should take in connection with the selling of automobiles under mechanics' liens.

Chairman Whitney Leary of the special committee urged fighting any increase in taxes on automobiles.

The matter of the adoption and the use of a standard W. A. T. A. appraisal form by motor vehicle merchant members was considered. James Dalton, industrial editor of Motor was the speaker of the evening. The subject of his speech was, "Let's Make a Profit in 1932."

Glendale Dealers Assn. Prepares for Hi-Jinks

The Glendale Motor Car Dealers' Association celebrated its tenth birthday on May 2 this year, and members are proud of the record achieved during this period.

It is the custom of the Glendale association to hold an annual hi-jinks at about this time of the year, and, accordingly, plans have been made for this year's event, which will be held May 10 and 11 at the Narconian Country Club. The twenty-five members of the association and their guests will disport themselves on those days.

The committee in charge of arrangements hope to make this the biggest and best hi-jinks in the history of the organization.

TEXAS A. D. A. ELECTS LANGFORD PRESIDENT

Dallas, Tex., May 3.—A. J. Langford, Dallas, was elected president of the Texas Automobile Dealers' Association at the annual convention at the Baker Hotel. Other officers are: W. A. Williamson, San Antonio, first vice-president and manager; George K. Marshall, Galveston, second vice-president, and G. P. Kuykendal, Lubbock, third vice-president.

Austin was chosen for the meeting next year, and the following new directors elected: William Morriss, Dallas; Jess Rogers, Amarillo; Harvey Wilcox, El Paso; Raymond Pearson, Houston; Clarence Colbert, Austin; James J. Jordan, San Antonio; Jess Alford, Henderson, and J. W. Shelor, Houston.

CLASSIFIED ADVERTISEMENTS IN THE AUTOMOTIVE DAILY NEWS BRING RESULTS

Truck and Bus Issue—May 20

In addition to up-to-the-minute specifications with prices, the issue will contain latest registration figures by states and makes, in addition to news and articles of interest to every truck dealer, fleet owner and bus operator, who will receive the issue.

No added charge for extra distribution

AUTOMOTIVE DAILY NEWS
350 Hudson Street New York

100 Manufacturers Exhibit Lines at Jobbers' Show

Brooklyn, N. Y., May 3.—More than 100 manufacturers of service equipment, tools, and replacement parts are presenting working demonstrations of their products to the service and repair trade of Brooklyn and Long Island at the Brooklyn and Long Island Auto Equipment and Parts Clinic today at 1177 Bedford Ave., Brooklyn.

This clinic, which is being sponsored by eleven co-operating wholesalers in Brooklyn and Long Island, has for its theme the five m's—"Make More Money Merchandising Maintenance." Dealers, garage men and service station operators are viewing the latest type of service equipment and tools in actual operation, and are being shown how improved maintenance equipment can be used to build up bigger sales of maintenance parts and labor.

Invitations were extended to every dealer and service executive in Brooklyn and Long Island, as well as to the trade in the immediate adjacent territory. S. T. Rogers of the Brooklyn Automobile Dealers Association is acting as manager of the clinic, assisted by Ralph E. McConnell, chairman of clinic activities for Shop Equipment Associates, an informal organization of equipment manufacturers, who are assisting in the operation of the clinic. Co-operating jobbers are headed by E. Krieger of E. Krieger & Son, Inc., Brooklyn.

The clinic is open every evening during the four days of its duration, as well as afternoons. Following is a list of the participating manufacturers:

A. R. A. Association, Albertson & Co., American Hammered Piston Ring Company, Accurate Parts Manufacturing Company, Alemite Service Corporation, Alemite White Lead & Color Works, Allen Electric & Equipment Company, Atlantic Coast Oil Company, Automotive Specialty Corporation, Automobile Rotary Lift Company, Automotive Gear Works, Aro Equipment Corporation, Amco Manufacturing Company.

Belden Manufacturing Company, Berkeley Manufacturing Company, Breeze Corporation, Bonney Forge & Tool Works, Burgess-Norton Manufacturing Company, John Bean Manufacturing Company, Brunner Manufacturing Company, Black & Decker Manufacturing Company, Black Hawk Manufacturing Company, Borg-Warner, Curtiss Engineering Corporation, Crawford Manufacturing Company, Dalton & Balch, Duro Metal Products Company, Ditzler Color Company, Durkee-Atwood Company.

Eiermann Floor Scraper Company, Egyptian Lacquer Manufacturing Company, Emsco Company, Fredericks Armature Corporation, W. D. Foreman & Co., Gray Company, Inc., Guaranteed Parts Company, Gatke Corporation, L. H. Gilmer Company, General Electric Company, Greenfield Tap & Die Corporation, Hardie Manufacturing Company, Heiz & Heiz, Hall Manufacturing Company, Hygrade Products Company.

Imperial Brass Manufacturing Company, Ingersoll Rand Company, Johns Manville Company, Jadson Motor Products, K-D Manufacturing Company, King Quality Products, KEM Manufacturing Company, Kant Rust Products Company, Kellogg Manufacturing Company, Manley Manufacturing Company, Marquette Manufacturing Company, McQuay-Norris Company, Multibestos Company, Monark Battery Company, New Process Gear Company, Oil Jack Company, Oildraulic Lift Company, Ohio Cushion Plate Company.

Packard Electric Company, Powell Muffler Company, Perrine Quality Products, Pratt Chuck Company, P & D Manufacturing Company, Permatex Company, Perfect Circle Company, Peck-Strom-Wilcox, Phoenix Oil Company, Raybestos Division of Raybestos-Manhattan, Radiator Specialty Company, Ramsey Accessories Company, Ray Day Piston Ring Company, Rogers Products Company, Rinck-McIlwaine, Inc., Shaler Company, Simoniz Company, Storm Manufacturing Company, Spraco, Inc., John T. Stanley Company, Simplex Piston Ring Sales, L. S. Starrett Company, Stiles-Medart Manufacturing Company, Service Station Equipment Corporation, Steelcote Manufacturing Company.

Thermoid Rubber Company, Thompson Products, Timken Roller Bearing Company, Trimont Manufacturing Company, Tectcinol Color Paint Company, U. S. Electrical Tool Company, Van Dorn Manufacturing Company, Van Norman Machine Tool Company, Walker Manufacturing Company, Weaver Manufacturing Company, Joseph Weidenhoff Company, Wubco Battery Company, Wheeler Reflector Company, Wildox Company, "X" Laboratories, Zip Abrasive Company.

MISSISSIPPI SENATE APPROVES GAS TAX BOOST

Jackson, Miss., May 3.—The Senate has adopted the House bill to increase the state gasoline tax from 5½ to 6 cents.

REO ANNOUNCES NEW DEALER APPOINTMENTS

Lansing, Mich., May 3.—Reo Motor Car Company announces the appointment of the following dealers to handle both Reo passenger cars and speed wagons:

O. H. Casavant, Athol, Mass.; Callaway Motor Company, Fulton, Mo.; Medford Reo Company, Medford, N. J.; Edward H. Westrom, Inc., Evanston, Ill.; Stewart's Nippersink Garage, Richmond, Ill.; E. E. Price Motor Sales, Gary, Ind.; Harry J. Elliott, Pitman, N. J.; G. F. Smith Motor Company, Cambridge, O.; Hawkey's Garage, New Philadelphia, O.; Peter Medor, Lincoln, Mich.; Edgerton Motor Car Company, Edgerton, Wis.; Mortensen Motor Sales, Racine, Wis.; W. W. Garabrant, Utica, N. Y.

Franchises for the sale of the speed wagon only have been given to the following: Richard M. Holland, Leominster, Mass.; Charles B. Yerkes, Pemberton, N. J.; Van Meter Garage, Paxton, Ill.; Fred H. Fuller, Corning, N. Y.

BUS, AIRPLANE LINES CO-ORDINATE SERVICE

Newark, N. J., May 3.—An agreement for mutual co-operation between the Greyhound Bus Lines and the Eastern Air Transport System has become effective, according to a joint announcement. The agreement brings two of the youngest and fastest growing modes of transportation together for the development of traffic along the Atlantic seaboard.

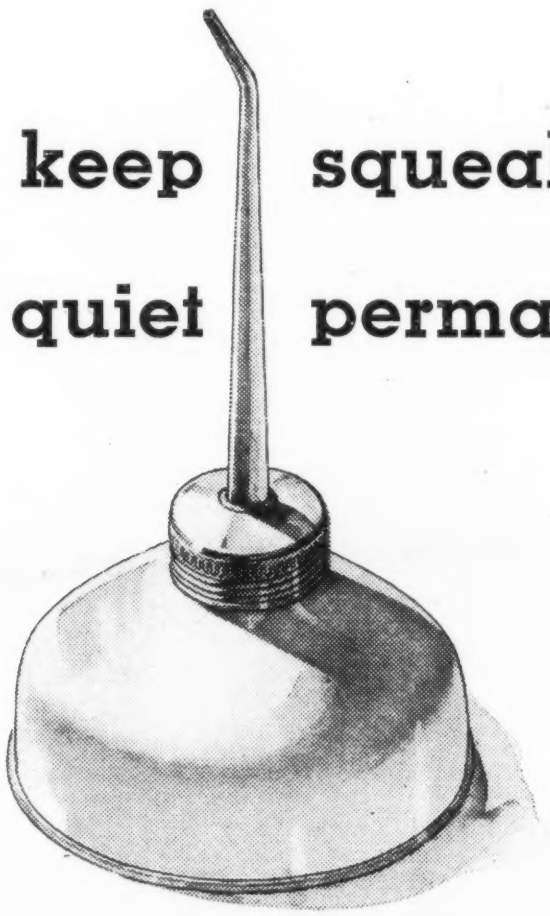
The arrangement is expected to have considerable effect in the immediate and adjacent territory to the airline, for it will mean that many cities not directly served with air transportation will be given rapid connections to the nearest airport of call. Thus each or the twenty-seven cities served by the Eastern Air Transport System will be a key point in serving all centers of population within a radius of 100 or more miles.

Briefly, the mutual accord agreement between the air line and the bus system is that each will act as agent for the other, joint traffic promotion will be done, joint schedules and tariffs will be issued, and bus schedules will be co-ordinated with those of the transport planes so that there will be a mutual exchange of passengers wherever possible.

SUPER-SEAL TO OPEN PLANT IN CANADA

Montreal, May 3.—American Super-Seal Company, manufacturer of automobile accessories, with headquarters at Chicago, has taken out a Canadian charter and will commence manufacture for this country in the plant of Wallace-Barnes Company, Sherman Avenue, Hamilton, Ont. F. N. Buckingham is manager of the new concern, which produces a type of steel and leather washer used to prevent the escape of oil and grease from motor engines.

Oil can't keep squeaks . . or owners . . quiet permanently



A squirt of oil on a body joint will silence a squeak — temporarily. But the squeak will come back — and so will the owner. And the more complaints the owner has from body noises, the better prospect he becomes for another make of car.

• • •

When an automobile body has no joints, there can be no squeaks — no rattles. Budd has eliminated joints by eliminating parts, and by the extensive use of flash-welding. The Budd All-Steel one-piece body is made of only eight major parts — flash-welded into a single jointless unit.

Originated by Budd engineers, this one-piece construction assures greater strength and greater safety — it makes possible a degree of silence unequaled in any other type of body. Automobile service men prefer the Budd one-piece body because it eliminates service costs on "squeaks and squawks." Automobile salesmen prefer it because its permanent quietness helps to keep cars sold.

★ BODIES BY BUDD ★

Originators of the All-Steel Body. Supplied to Manufacturers in the United States, Great Britain, France and Germany

N. S. P. A. REPORTS JOBBERS IN STRONG TRADE POSITION

(Continued from Page 1)

a lower volume of sales, with a minimum sacrifice of profits was the major problem of the jobber last year, says the N. S. P. A. report.

Solution of this problem was attained by a reduction of indebtedness, the capitalization of liabilities to owners of the business and the continued prompt collection of receivables.

The improvement in liquidity is reflected by the fact that there was $1.44 in cash and receivables at the end of 1931 for every dollar of current indebtedness compared with $1.36 at the end of 1930.

Outstanding accounts were reduced 21 per cent. in contrast to the decline of 14.6 per cent. of sales. Proceeds of this liquidation of receivables were applied to the reduction of current and fixed debt.

Though general conditions retarded the collection of receivables by only two days, the reduced volume and somewhat heavier inventory increased the period required to turn merchandise and brought a decline in profits of one-third.

Since the proportion of net investment in fixed property was reduced in the twleve months ended December 31, 1931, total slow-moving assets account for only 26 per cent. of net worth, leaving 74 per cent in the form of readily convertible assets, a very important feature.

That the automotive jobber demonstrated ability to maintain adequate liquid and working funds without resorting to long-term financing is further indicated by the fact that funded debt supplied only 5.36 per cent of the working capital in 1931, compared to 6.7 per cent. in 1930.

SOUTHERN PACIFIC INCREASES FREIGHT MOVED BY TRUCKS

(Continued from Page 1)

adds that it is planned to extend this subsidiary's operations to Louisiana.

The Southern Pacific has a one-third interest in the Pacific Greyhound Lines, a holding company "for most of the important motor coach lines in the territory west of El Paso, Tex., and Ogden, Utah, and south of Portland, Ore." These lines covered 8,445 route miles in 1929, covering 23,919,880 miles and carrying 5,141,371 passengers. Its gross was $6,610,324 and its net income was $382,964 in 1931. The railroad also has a one-third interest in Southland Greyhound Lines, which operate in Texas and Louisiana and which are to co-ordinate in a transcontinental route with other Greyhound companies. This subsidiary operated over 1,952 miles of route in 1931, covering 6,482,000 miles and carrying 846,894 passengers.

ILLINOIS AND COOK COUNTY DEALERS REPORTING GAINS

(Continued from Page 1)

along with prophecies that the same enthusiasm should be justified when returns for the coming two months are in. Chevrolet officials here are particularly encouraged over the fact that used car sales are running well ahead of the heavy business done in new cars.

April new cars sales in Illinois totaled 7,982, compared with 5,376 in March, while Cook county registrations were 4,771 new car units as against 3,091 in March, with nearly every make of car showing a gain and with De Soto, DeVaux and Plymouth turning in an increase over April last year.

TAKES LONG TERM LEASE

Newark, N. J., May 3.—A long term lease, with an option to purchase, has been taken by the Baltic, Inc., on the one-story buliding at 296-304 Washington St., formerly occupied by the Mallon Motor Car Company.

Passenger Car Equipment and Accessories

NAME AND MODEL	Speedometer	Clock	Fuel Gauge on Dash	Lock	Spark Plugs	Battery	Heat Indicator	*Cig. Lighter	Smoking Set	Vanity Set	Make of Body Finish Used	Stop Light	Parking or Side Light	Safety Glass	Heater	Front Bumper	Rear Bumper	Wire Wheels	Shock Absorber
Auburn 8-100	—		—	—	Cha	USL	—	Cas	—	—	—		—		—	—	—	Day	*Del
Auburn 12-160	—	—	—	—	Cha	USL	—	Cas	—	—	—	Cor	Cor	—	—	—	—	Day	*Hou
Austin	NE	—	K-S	BS	Cha	USL	—	—	—	—	Duc	—	—	—	—	Cen	Cen	—	Own
Buick 32-50	AC	—	AC	—	AC	DR	AC	No	—	—	Duc	Gui	Gui	§Lof	—	—	—	K-H	*Del
Buick 32-60	AC	—	AC	—	AC	DR	AC	No	—	—	Duc	Gui	Gui	§Lof	—	—	—	K-H	*Del
Buick 32-80	AC	—	AC	—	AC	DR	AC	—	—	—	Duc	Gui	Gui	§Lof	—	—	—	K-H	*Del
Buick 32-90	AC	—	AC	—	AC	DR	AC	—	—	—	Duc	Gui	Gui	§Lof	*	—	—	K-H	*Del
Cadillac 370 B	—	—	—	—	AC	DR	—	Cas	—	—	—	Gui	Gui	LOF	—	—	—	K-H	*
Cadillac 452 B	—	—	—	—	AC	DR	—	Cas	—	—	—	Gui	Gui	LOF	—	—	—	K-H	*
Cadillac 355 L	—	—	—	—	AC	DR	—	Cas	—	—	—	Hal	Gui	LOF	—	—	—	—	*
Chevrolet	AC	—	AC	DR	AC	*	AC	—	Tern	—	Duc	Gui	Gui	§Lof	*	†Own	Own	Own	Del
Chrysler 6	—	No	Yes	—	—	—	Yes	Cas	No	No	—	—	—	§Dup	*	—	—	—	—
Chrysler 8	—	—	Yes	—	—	Wil	Yes	Cas	No	No	—	—	—	§Dup	*	—	—	—	—
Chrysler Imp. 8	—	Yes	—	—	—	Wil	Yes	Cas	No	No	—	—	—	§Dup	*	—	—	—	—
Chrysler Im. 8 Cus.	—	Yes	—	—	—	Wil	Yes	Cas	No	No	—	—	—	§Dup	*	—	—	—	—
Cord Front Drive	Ste	No	Mot-M	DR	Cha	USL	Ster	Cas	GR	No	Mur	Ind	Ind	—	No	ASP	ASP	Day	Hou
De Soto Six	NE	No	Mot-M	DR	AC	Wil	Yes	No	Yes	Yes	Duc	Cor	Hal	§Dup	No	Yes	Yes	—	Del
De Vaux 6-80	Ste	No	Mot-M	Yale	Cha	Nat	Mot-M	No	No	No	Duc	JB	JB	—	No	Gen	Gen	MotoW	Hou
Dodge Six	NE	—	AC	DR	AC	Wil	AC	—	VS	VS	Ditz	Cor	Cor	§	—	Yes	Yes	Budd	Del
Dodge Eight	NE	—	AC	DR	AC	Wil	AC	—	VS	VS	Ditz	Cor	Cor	§	—	Yes	Yes	Budd	Del
Essex Gr. Su. 6	Ste	—	Mot-M	Ele	AC	Ex	K-S	—	—	—	—	JB	JB	Dup	—	—	—	MotoW	*Mon
Ford A	Var	—	Own	Ele	Cha	Own	—	—	—	—	—	Own	—	§§	—	Own	Own	Own	Hou
Franklin Airman	NE	Borg	Yes	—	Cha	Nat	No	Cas	Yes	Yes	**	—	—	LOF	No	Yes	Yes	No	* —
Franklin V 12	NE	Borg	Yes	—	Cha	Wil	No	Cas	Yes	No	**	Yes	Yes	Yes	No	Yes	Yes	No	*Yes
Graham 6	NE	—	K-S	Her	Cha	Wil	K-S	No	Yes	No	*	Hal	Cor	LOF	No	ASP	ASP	MotoW	Del
Graham BL. Str.	Ste	—	K-S	Her	Cha	Wil	K-S	No	Yes	No	*	Cor	No	§Lof	No	†ASP	†ASP	MotoW	*Del
Hudson Gr. 8	Ste	—	Mot-M	Ele	AC	Ex	K-S	—	—	—	—	Hal	Hal	Dup	—	—	—	MotoW	*Gab
Hupmobile 216	Ste	No	Mot-M	Ele	—	Wil	Mot-M	No	—	—	Var	Hal	Hal	§Dup	No	—	—	—	*Gab
Hupmobile 222	Ste	No	Ste	Ele	—	Wil	Ste	No	—	—	Var	Hal	Hal	§Dup	No	—	—	—	*Gab
Hupmobile 226	Ste	No	Ste	Ele	—	Wil	Ste	Cas	—	—	Var	Hal	Hal	§Dup	No	—	—	—	*Gab
La Salle 345 B	—	—	—	—	AC	DR	—	Cas	—	—	—	Hal	Hal	LOF	—	—	—	K-H	*
Lincoln V 8	NE	Thom	K-S	Her	Cha	Ex	Mot-M	Cas	Cuno	Yes	*	Hal	Own	$	—	Bif	Bif	Own	Hou
Lincoln 12	NE	Wal	K-S	Her	Cha	Ex	Mot-M	Cas	VS	VS	—	Hal	Hal	$	No	Gen	Gen	—	Hou
Marmon 8-125	AC	Jag	AC	DR	Cha	Nat	AC	—	GR	—	*	Cor	—	—	—	Eat	Eat	Day	*Gab
Marmon 16	AC	Jag	Mot-M	DR	Cha	Ex	Mot-M	Cas	VS	VS	*	Hal	—	—	—	Eat	Eat	Moto-W	*Hou
Nash Big 6	Ste	No	K-S	Her	AC	USL	K-S	No	*	-	*	Cor	Cor	§Dup	—	Bad	Bad	MotoW	*Del
Nash Stand. 8	Ste	No	K-S	Her	AC	USL	K-S	No	*	—	*	Cor	Cor	§Dup	—	Bad	Bad	MotoW	*Del
Nash Special 8	Ste	No	K-S	Her	AC	USL	K-S	No	*	—	*	Cor	Cor	§Lof	—	Eat	Eat	MotoW	*Del
Nash Adv. 8	Ste	Borg	K-S	DR	AC	Ex	K-S	Cas	*	—	*	Cor	Cor	§Lof	—	Eat	Eat	MotoW	*Del
Nash Ambas. 8	Ste	Borg	K-S	DR	AC	Ex	K-S	Cas	*	—	*	Cor	Cor	§Lof	—	Eat	Eat	MotoW	*Del
Oldsmobile F 32	AC	No	AC	BS	AC	DR	AC	Yes	Tern	No	Duc	Gui	Gui	§Lof	—	Own	Own	K-H	*Lov
Oldsmobile L 32	AC	No	AC	BS	AC	DR	AC	Yes	Tern	No	Duc	Gui	Gui	§Lof	—	Own	Own	K-H	*Lov
Packard Stan. 8	NE	Jag	K-S	Yes	AC	Pre	Mot-M	Cas	Yes	Yes	Own	Hal	Yes	LOF	No	Cen	Cen	MotoW	*Del
Packard DeL. 8	NE	Jag	K-S	Yes	AC	Pre	Mot-M	Cas	Yes	Yes	Own	Hal	Yes	LOF	No	Cen	Cen	MotoW	*Del
Packard Light 8	Yes	No	Yes	Yes	Yes	Yes	Yes	Cas	Yes	—	—	Yes	Yes	Yes	—	Yes	Yes	—	*Yes
Packard Twin Six	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Cas	Yes	—	—	Yes	Yes	Yes	—	Yes	Yes	—	*Yes
Peerless Mast. 8	AC	Ster	Mot-M	Yale	Cha	Wil	Mot-M	Cas	GR	No	Val	Cor	Cor	Dup	—	Eat	Eat	Day	Gab
Peerless Cust. 8	AC	Ster	Mot-M	Yale	Cha	Wil	Mot-M	Cas	GR	No	Val	Cor	Cor	Dup	—	Eat	Eat	Day	Gab
Pierce-Arrow 54	NE	Borg	K-S	Her	Cha	Wil	K-S	Cas	—	Wood	—	Gui	Gui	Dup	No	Eat	Eat	K-H	*Del
Pierce-Arrow 52	NE	Borg	K-S	Her	AC	Wil	K-S	Cas	—	Wood	—	—	—	Dup	No	Eat	Eat	K-H	*Del
Pierce-Arrow 53	NE	Borg	K-S	Her	AC	Wil	K-S	Cas	VS	—	—	—	—	Dup	No	Eat	Eat	K-H	*Del
Plymouth	NE	—	Yes	Sha	AC	Wil	—	—	—	—	Duc	Cor	Co	§Dup	—	Gen	Gen	‡	Del
Pontiac 6	—	—	—	—	AC	—	—	—	—	—	Duc	—	—	§Lof	—	—	—	—	*Lov
Pontiac V-8	—	—	—	—	AC	—	—	—	—	—	Duc	—	—	§Lof	—	—	—	—	*Lov
Reo Royale 8-35	Ste	Elgin	K-S	DR	Cha	Wil	AC	Cas	Yes	No	†	Gui	Gui	†	No	CG	CG	MotoW	Del
Reo Royale 8-31	Ste	No	K-S	DR	Cha	Wil	AC	Yes	Yes	No	†	Gui	Gui	—	No	CG	CG	MotoW	Del
Reo 8-21	NE	No	K-S	DR	Cha	Wil	K-S	No	No	No	—	*	*	No	No	CG	CG	—	Del
Reo 6-21	NE	No	K-S	DR	Cha	Wil	K-S	No	No	No	—	*	*	No	No	CG	CG	—	Del
Reo 625-825	Ste	—	K-S	DR	Cha	Wil	AC	Yes	Yes	No	†	—	Gui	†	No	CG	CG	MotoW	Del
Rockne 6-65	Ste	No	K-S	Aut-L	Cha	Wil	K-S	—	Yes	No	*	Cor	Cor	§Lof	No	Cen	Cen	K-H	Del
Rockne 6-75	AC	No	K-S	Aut-L	Cha	Wil	K-S	—	Yes	No	*	Cor	Cor	§Lof	No	Cen	Cen	K-H	Hou
Studebaker 6-55	Ste	No	AC	DR	Cha	Wil	Ste	No	Yes	—	*	Cor	Gui	$	No	—	—	K-H	Hou
Studebkr Dict. 62	Ste	No	AC	DR	Cha	Wil	Ste	No	Yes	—	*	Cor	Gui	$	No	—	—	K-H	Hou
Studeb'r Com. 71	Ste	No	AC	DR	Cha	Wil	Ste	No	Yes	—	*	Gui	Gui	$	No	—	—	K-H	*Hou
Studeb'r Pres. 91	Ste	Borg	AC	DR	Cha	Wil	Ste	Cas	Yes	—	*	Gui	Gui	$	No	—	—	K-H	*Hou
Stutz LAA	Ste	Wal	Mot-M	DR	Cha	Pre	Mot-M	Cas	No	Lin	*	Cor	Cor	Dup	—	Buck	Buck	MotoW	Gab
Stutz MA	Ste	Wal	Mot-M	Her	Cha	Pre	Mot-M	Cas	Lin	Lin	*	Cor	Cor	Dup	—	Stan	Stan	MotoW	Gab
Stutz MB	Ste	Wal	Mot-M	Her	Cha	Pre	Mot-M	Cas	Lin	Lin	*	Cor	Cor	Dup	—	Stan	Stan	MotoW	Gab
Stutz DV 32	Ste	Wal	Mot-M	Her	Cha	Pre	Mot-M	Cas	Lin	Lin	*	Cor	Cor	Dup	—	Stan	Stan	MotoW	Gab
Willys-Over. 6-90	NE	No	Yes	Aut-L	Cha	USL	No	No	No	—	—	—	—	§Lof	No	—	—	—	Mon
Willys-Over 8-88	No	No	Yes	Aut-L	Cha	USL	Yes	No	No	—	—	—	—	LOF	No	-	—	—	Mon
Willys-Knt. 66 D	No	Wal	Yes	Aut-L	Cha	USL	Yes	Yes	—	—	—	—	—	LOF	No	—	—	—	Mon
Willys-Knt. 95	No	No	Yes	Aut-L	Cha	USL	Yes	No	—	—	—	—	—	LOF	No	—	—	—	Mon

KEY TO ABBREVIATIONS USED IN THIS TABLE

SPEEDOMETER

AC—AC Spark Plug Co., Flint, Mich.
NE—North East Appliance Corp.
Ste—Stewart-Warner Speedometer Corp.
Var—Various makes.

CLOCK

Borg—The Geo. W. Borg Corporation.
Elgin—Elgin Watch Co.
Jag—Jaeger Watch Co., New York city.
Ster—Sterling Clock Co., La Salle, Ill.
Thom—Seth Thomas Clock Co.
Wal—Waltham Watch Co., Waltham, Mass.
*Optional.

FUEL GAUGE

AC—AC Spark Plug Co., Flint, Mich.
K-S—King Seeley Corp., Ann Arbor, Mich.
Mot-M—Moto Meter Gauge and Equipment Corp., Long Island City, N. Y., and La Crosse, Wis.

LOCK

Aut-L—Electric Auto-Lite Co., Toledo.
BS—Briggs-Stratton Co., Milwaukee.
Ele—Mitchell Specialty Co., Holmesburg, Pa.
DR—Delco-Remy Corp., Anderson, Ind.
Her—Hershey Mfg. Co., Chicago.
Oak—Oakes Products Corp., Chicago, Ill.
Sha—Shaler Lock Co., Milwaukee, Wis.
Yale—Yale & Towne Mfg. Co.

SPARK PLUG

AC—AC Spark Plug Co., Flint, Mich.
Cha—Champion Spark Plug Co., Toledo, O.

BATTERY

DR—Delco-Remy Corp.
Ex—Electric Storage Battery Co.
Nat—National Lead Battery Co., St. Paul.
Pre—Pres-O-Lite Co., Indianapolis, Ind.
USL—USL Battery Corp.
Wil—Willard Storage Battery Co.
*Various makes—Exide, Willard, Delco-Remy and USL.

HEAT INDICATOR

AC—AC Spark Plug Co., Flint, Mich.
K-S—King Seeley Corp., Ann Arbor, Mich.
Mot-M—Moto Meter Gauge and Equipment Corp., Long Island City, N. Y., and La Crosse, Wis.
Ste—Stewart-Warner Speedometer Corp.
Ster—Sterling Clock Co., La Salle, Ill.

CIGAR LIGHTER

*Cigar lighters in many cases are optional equipment, and are not standard on all models; the names of lighters shown indicate the makes supplied to various car makers.
Cas—Casco Products Corp., Bridgeport, Conn.
NE—North East Appliance Corp., Rochester, N. Y.

SMOKING AND VANITY SETS

GR—Grand Rapids Metalcraft Corp.
Lin—Linden.
VS—Van Sicklen Corp., Elgin, Ill.
Tern—Ternstedt Mfg. Co., Detroit, Mich.
Cuno—Cuno Engineering Corp., Meriden, Conn.
Wood—Woodcraft.
*Various makes.

BODY FINISHES

Ditz—Ditzler Color Co., Detroit, Mich.
Duc—E. I. du Pont de Nemours & Co., Philadelphia.
MIM—Pittsburgh Plate Glass Co.
Mur—Murphy Varnish Co., Newark, N. J.
Rin—Rinched Mason Co.
Val—Valentine & Co., New York city.
*Various lacquers used.
†Using both Ditzler and Pratt & Lambert.
**Using both Duco and Valentine.

STOP AND PARKING LIGHTS

Cor—The Corcoran-Brown Lamp Co., Cincinnati, O.
Gui—Guide Lamp Corp., Anderson, Ind.
Hal—C. M. Hall Lamp Co., Detroit, Mich.
Ind—Indiana Lamp Corp., Connersville, Ind.
JB—The Jno. W. Brown Lamp Mfg. Co., Columbus, O.
*Equipped with ride control.
*Using both Hall or Guide.
**Using both Corcoran and Brown.

SAFETY GLASS

LOF—Libbey-Owens-Ford.
Dup—Duplate Corp.
§Optional.
†Extra equipment.
$Using both Libby-Owen-Ford and Duplate.

HEATER

Kel—Kelch made by Grand Rapids Metalcraft Corp., Grand Rapids, Mich.

BUMPERS

ASP—Alloy Steel Products.
Bad—Badger Mfg. Corp., Milwaukee.
Bif—Biflex Corp., Waukegan, Ill.
Buck—See Cen.
CG—C. G. Spring and Bumper Company.
Cen—Central Brass & Fixture Co., Springfield, O. Also makers of Buckeye bumpers.
Eat—Eaton Axle and Spring Co., Cleveland, O.
Gen—General Spring and Bumper, Detroit.
Stan—Standard Steel Spring Corp.
†Extra equipment.
*Optional.

WIRE WHEELS

Budd—Budd Wheel Co., Detroit.
MotoW—Motor Wheel Corp., Lansing, Mich.
Day—Dayton Wire Wheel Co., Dayton, O.
K-H—Kelsey-Hayes, Detroit, Mich.
‡Using both Kelsey-Hayes and Motor Wheel Corp.
†Not standard equipment.

SHOCK ABSORBERS

Del—Delco Products Corp., Dayton, O.
Gab—The Gabriel Company, Cleveland.
Hou—Houde Engineering Corp., Buffalo.
Mon—Monroe Auto Equip. Mfg. Co., Monroe, Mich.

STANDARD MOTOR PRODUCTS ISSUES NEW CATALOGUE

Long Island City, N. Y., May 3.—Standard Motor Products, Inc., makers of starting, lighting and ignition replacement parts, have just issued a twenty-four-page catalogue on igniter gears, oil-pump gears and speedometer parts.

KENTUCKY COURT VOIDS "GUEST ACCIDENT" LAW

Frankfort, Ky., May 3.—The "guest act" of the 1930 General Assembly, prohibiting persons injured in motor wrecks to sue the owners, if they were guests, was declared unconstitutional today by the Court of Appeals.

DEBATE ON TRUCKS

Newark, N. J., May 3.—The Traffic Club Monday evening heard H. T. Hoopes, general manager of the Minnesota-Atlantic Transit Company. A debate between club members was held on the question that "It is in the public welfare that motor trucks, except those privately owned and used by the proprietory interests solely for their transportation needs, be subjected to reasonable regulation."

Production--Engineering--Factory

HOW MUCH POWER CAN AN ENGINE PRODUCE?

This is the third installment of a paper by Earl Bartholomew, director Electrical Laboratory, and Homer H. Dido, Ethyl Gasoline Corporation, read before the Chicago section, S. A. E.

Although the actual increase in engine power, due to increase in compression ratio from 5.0 to 7.0 to 1 is only about 15 per cent., the increase in accelerating ability of the automobile is greater at all speeds but especially so at the higher speeds, due to the fact that the increased power made available by an increase in compression ratio is a larger percentage of the net power available for acceleration.

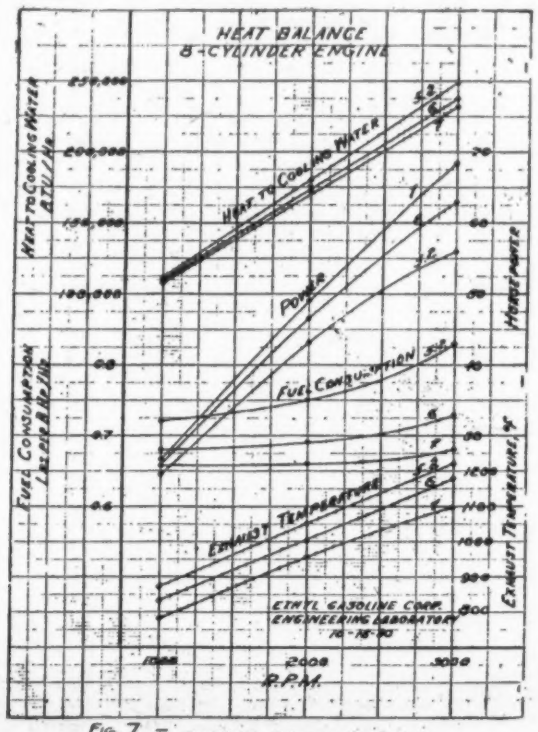


FIG. 7 — The Effect of Compression Ratio on the Heat Balance of an Engine.

Fig. 14 shows the acceleration characteristics of a certain small eight-cylinder automobile at 5.2 to 7 compression ratios. Acceleration from five to forty-five miles per hour was accomplished in 14 seconds at the higher compression ratio, while 18.2 seconds was required with the 5.2 ratio; 4.2 seconds might appear to be insignificant, but better appreciation of the difference in performance may be obtained when the distance in car length is noted between the high-compression automobile and the low-compression car in such unannounced races as those using the traffic light for the starting point. These appreciations are further measured in terms of satisfaction. On a percentage basis the increase in accelerating ability due to increased compression ratio is 20 per cent. in the specific case mentioned.

Fig. 15 shows the improvement in hill-climbing ability of one of the present-day automobiles with an increase in compression ratio from 4.77 to 5.65 to 1. On the 11.6 per cent. grade the low-compression car suffered a decrease in speed, which would necessitate gear shifting on longer grades than the test grade. The high-compression car maintained its maximum speed on this grade. On the 7 per cent. grade the high-compression car attained higher speeds, and, consequently, climbed the grade in less time than the low-compression automobile.

Increasing the compression ratio of an automobile engine does not increase its cost, the space requirements, or weight of the motor. The cost per horse power is reduced and the cost per unit of acceleration is

(Continued on Page 10)

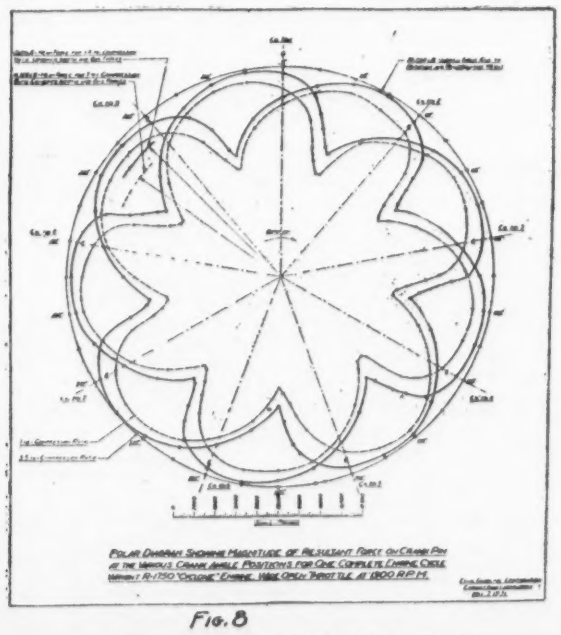


FIG. 8

Bearing Pressure on Crank Pin End of Master Rod of a Wright Nine Cylinder Cyclone Engine at Compression Ratios of 5.3 and 7.0, at a speed of 1900 R.P.M.

FRAME STRAIGHTENER AND AXLE PRESS PUT ON MARKET BY BEAR

The Bear Manufacturing Company, Rock Island, Ill., is ready to market its heavy duty frame straightener and axle press. This equipment is the same in principle as the Bear straightener and press.

It is the same in all respects except that this new heavy duty type is built to handle heavy jobs—up to the largest trucks and buses. It is designed to straighten swayed, bent, buckled and diamond-shaped frames with removal of fenders, body or running boards seldom necessary.

The Bear heavy-duty frame straightener, together with the heavy-duty axle press, can be combined to give a complete system of wheel aligning, axle and frame straightening. Bear precision gauges assist the mechanic in checking adjustments as he goes.

The heavy-duty frame straightener is seventeen inches long. Pit installation is recommended. The runways are adjustable to fit either standard gauge or special wide-tread jobs. The entire construction is extra heavy to withstand excessive strains. Weight about 8,000 pounds.

AUTOMATIC HELICAL CUTTER SHARPENER

The Fellows Gear Shaper Company, Springfield, Vt., has developed a completely automatic helical gear cutter sharpener, designed for operating on normal sharpened helical gear cutters. This device has a complete electrical control and is equipped with three motors, one reciprocating the table through a reduction gear and crank mechanism, the second driving the pump coolant to wheel and work, and the third driving the grinding wheel by means of an endless canvas belt.

The manufacturer claims that this machine is of very rigid design and construction. It is equipped with necessary adjustment for sharpening normal sharpened helical gear cutters, with a zero or a positive top rake. The cutters having helix angles up to and including 50 degrees, may be sharpened.

Reciprocation of the cutter and indexing are taken care of automatically. An electrical control is provided so that the machine stops automatically at the completion of each revolution of the cutter. Three pushbuttons are placed at the front of the machine, one for starting the reciprocation of the table, the second for jogging the table and the third for manually stopping the machine. A guard is provided to keep the stop button depressed, while the table is jogged. Cutters up to five inches can be sharpened.

Metal Congress Program Grows in Interest

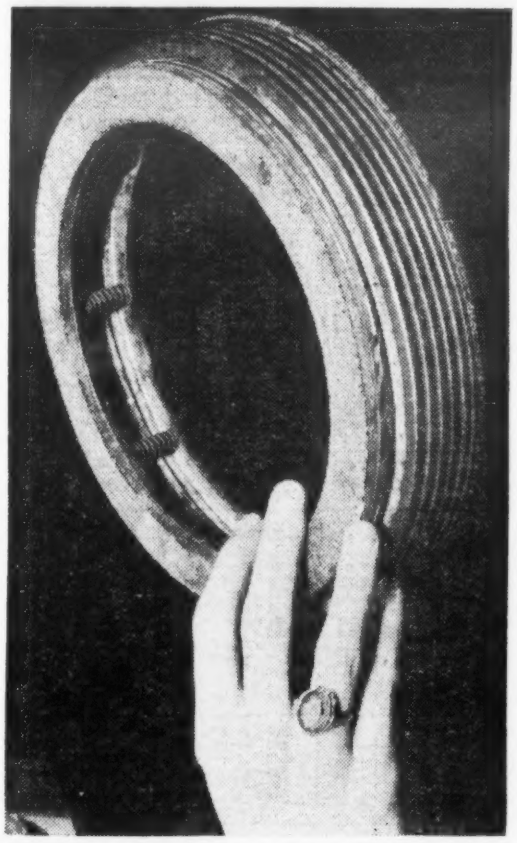
Technical program of unusual quality will be sponsored by the seven societies and divisions cooperating in the Fourteenth Annual National Metal Congress and Exposition in Buffalo, the week of October 3.

The American Society for Steel Treating has announced that its sessions will contain a wide range of both practical and research papers. The program this year will be divided into sessions which will deal with the following topics: reports of metallurgical research, nitriding, drop forging, corrosion resistant steels, sheet steel, high speed steels, deep acid etching of steels, and heat treatment.

Technical programs for the National Metal Congress are also being arranged by the American Welding Society, Iron and Steel and Institute of Metals Divisions of the American Institute of Mining and Metallurgical Engineers; Iron and Steel Division of the American Society of Mechanical Engineers; Production Activity Division of the Society of Automotive Engineers, and the Wire Association.

Advance space reservations for the National Metal Exposition have more than exceeded expectations, W. H. Eisenman, secretary of the American Society for Steel Treating and director of the exposition, has announced. This will be the first National Metal Exposition to be held in the Buffalo territory and this feature has proved particularly attractive.

Gear Sealing Process



The Caterpillar Tractor Company, Peoria, Ill., has placed in production a gear-sealing process to protect the drive gear in the rear end of tractor from dust, mud and grit.

The process, for which a patent has been requested, it is claimed, accomplishes dual purpose of sealing oil in gears and keeping dirt out through a combination of hardened washers and spring-loaded cork gear housing. The process is being used on most of the new tractor models now in production. The new process costs more than previous methods employed by the company, but results in a more durable product, it is stated.

REMEMBER?

REMEMBER the first balloon tires? Remember who made the most, the quickest, the easiest money on them? Not necessarily *all* the dealers handling cars which had them first—but certainly every dealer who had them from the start and who *talked about them* while he had the jump on his competitors.

The same is true of Safety Glass today. If you offer L·O·F Safety Glass as standard equipment—you have a recognized sales advantage. But that advantage isn't worth real money to you—*until you let people know about it.* Talk Safety Glass to your prospects. They are interested. They want it. Tell them they can have it and you will surely sell more cars.

L·O·F Safety Glass is used by Packard, Graham, Studebaker, Franklin, Reo, Willys, Willys-Knight, Ford, Cadillac, La Salle, Lincoln and Nash.

L·O·F

LIBBEY·OWENS·FORD GLASS CO., TOLEDO, O., manufacturers of Highest Quality Flat Drawn Window Glass, Polished Plate Glass and Safety Glass; also distributors of Figured and Wire Glass manufactured by the Blue Ridge Glass Corporation of Kingsport, Tennessee . . . In addition to the motor cars listed above L·O·F Safety Glass is used in Dietrich and Le Baron Custom Bodies, Reo Speed Wagons, Twin Coaches, Brill Trolley Buses, Cincinnati Trackless Trolley Coaches, Bender Bus Bodies, Hackney and Springfield School and Passenger Bus Bodies, White School Buses, York-Hoover School Bus Bodies, Ford School Buses, Crown School and Motor Coach Bodies, Stinson and Stearman Aircraft, Car Wood Boats, Matthews Cruisers and Chris-Craft Cruisers and Runabouts.

LIBBEY·OWENS·FORD
SAFETY GLASS

Major Specifications and Mechanical Details of 1932 Commercial Cars

LEADING MAKES NATIONALLY DISTRIBUTED

Make and Model	Capacity—Tons or Lbs.	Chassis Price	Engine	Valve Arr'g'm't	No. of Cyls.	Bore and Stroke	Piston Disp.	Tax H.P.	Max. Brake H.P. and Peak R.P.M.	Type Camshaft Drive	Radiator Make	Clutch Make	Universals Make	Steering Gear Make	Carburetor Make	Fuel Feed Type	Make Electr'l System	Make Transmission	No. Spds. For.	Rear Axle Make	Type	Final Drive	Final Gear Reduction	Type Service Brakes	Area Service Brake Lining	Standard Wheel Base	Chassis Wgt.	Standard Tire Sizes Front	Rear
Austin	400	475	Own	L-Hd	4	2.2x3	45.6	7.8	13@3000	G	Hex	Rock	Spic	Own	Tl	Gra	Aut	W-G	3	Sal	Sp	5.25	O4M	76.5	75	1210	3.75x18	3.75x18
Autocar B	1½	2250	Own	L	6	3¾x4¾	314.0	33.7	75@2400	G	G & O	Br-L	Spic	Ross	Str	P	DR	Br-L	4	Own	Sp	33.4	41H	388	*159	5350	20x7.00	20x7.00D
Autocar A	2-2½	3500	Own	L	6	4 x4¾	358.0	38.4	82@2400	G	G & O	Long	Spic	Ross	Str	P	DR	Own	5	Own	Sp	29.7	LO4IDV*	460	150	5400	20x8.25	20x8.25
Autocar D	2½-3	4300	Own	L	6	4¼x4¾	404.0	43.4	92@2400	G	Per	Long	Spic	Ross	Str	Vac	DR	Own	4	Own	2 R	33 5	LO4IDV*	460	150	5600	20x8.25	20x8.25D
†Autocar SH	2½-3	4100	Own	L	6	4¼x4¾	404.0	43.4	92@2400	G	Own	Long	Spic	Ross	Str	Gra	DR	Own	4	Own	2 R	44 0	O2IM-T	328	114	6770	34x7	34x7D
†Autocar H	3-3½	4600	Own	L	4	4½x5½	350.0	32.4	45@1450	G	Own	Long	Spic	Ross	Str	Gra	DR	Own	4	Own	2 R	48 6	O2IM	328	114	6770	34x7	34x7D
†Autocar HS	3-3½	4800	Own	L	6	4¼x4¾	404.0	43.4	92@2400	G	Own	Long	Spic	Ross	Str	Gra	DR	Own	4	Own	2 R	54 3	O2IM	516	114	8100	40x8	40x8D
†Autocar SHS	3-3½	4600	Own	L	6	4¼x4¾	404.0	43.4	92@2400	G	Own	Long	Spic	Ross	Str	Gra	DR	Own	4	Own	2 R	54.3	O2IM-T	516	114	7990	20x9.75	20x9.75D
Autocar N	3½-5	6100	Own	L	6	4½x4¾	453.0	48.6	101@2400	G	Own	Long	Spic	Ross	Str	Gra	DR	Own	4	Own	2 R	41.2	OL4IHV-T	574	174	9300	20x10.50	20x10.50D
Autocar TFA	3½-5	5900	Own	L	6	4½x4¾	453.0	66.2	156@1800	G	G & O	Br-L	Spic	Ross	Zen	Vac	DR	Own	4	Own	2 R	51.7	O4IMV-T	602	192	9500	24x10.50	24x10.50D
Autocar C	7½	11000	Ster	L	6	5¼x6	780	66.2	156@1800	G	G & O	Br-L	Spic	Ross	Zen	Vac	DR	Own	4	Own	2 R	101 3	LO4IDV	516	172	9500	24x10.50	24x10.50D
Autocar FE	10	12500	Ster	L	6	5¼x6	780									P	NE	Br-L	12	Wis	2 R	89.2	W4IA-T	720	198	16300	20x9.75	20x9.75D
*Autocar GE																P	NE	Br-L	12	Tim	Wo	83.2	W6IA-T					
Brockway 80 C	*9500	1215	Con	L	6	3¼x4	214.7	27.3	71@3200	C	G &O	Borg	Spic	Ross	Zen	P	Aut	W-G	4	Tim	Sp	36.2	CB4IM	248	149	4075	20x6.00	20x6.00D
Brockway 90 C	*11500	1525	Con	L	6	3⅜x4⅝	248.2	27.3	70@3200	C	G & O	Borg	Spic	Ross	Zen	P	Aut	W-G	4	Tim	Sp	37.4	CB4IM	280	149	4355	20x6.50	20x6.50D
Brockway 92 C	*12500	1800	Con	H	6	3⅜x4⅝	248.2	27.3	70@3200	C	G & O	Br-L	Spic	Ross	Zen	P	Aut	W-G	4	Tim	Sp	37.4	CB4IM	280	149	4450	32x6.00	32x6.00D
Brockway 120 C	*15000	1990	Con	H	6	4 x4⅛	311.0	38.4	73@2400	C	G & O	Br-L	Spic	Ross	Zen	P	*Aut	Br-L	4	Wis	2 R	43.5	L4IHV	386	156	5500	32x6	32x6D
Brockway 140 C	*17500	2495	Con	H	6	4 x4⅛	311.0	38.4	73@2400	C	G & O	Br-L	Spic	Ross	Zen	P	*Aut	Br-L	4	Wis	2 R	46.2	L4IHV	380	170	6500	32x6	32x6D
Brockway 141 C	*19500	3160	Con	H	6	4⅛x4¾	427.5	45.9	100@2200	C	G & O	Br-L	Spic	Ross	Zen	P	*Aut	Br-L	4	Wis	2 R	46.6	L4IHV	380	170	7100	32x6	32x6D
Brockway 170 C	*19500	3660	Con	H	6	4⅜x4¾	380.9	40.8	89@2200	C	G & O	Br-L	Spic	Ross	Zen	P	*Aut	Br-L	4	Wis	2 R	46.6	L4IHV	380	170	7200	34x7	34x7D
Brockway 175 C	*22000	3820	Con	H	6	4⅛x4¾	427.5	45.9	100@2200	C	G & O	Br-L	Spic	Ross	Zen	P	*Aut	Br-L	4	Wis	2 R	46.6	L4IHV	380	170	8100	34x7	34x7D
Brockway 195 C	*25000	4560	Con	H	6	4⅜x4¾	380.9	40.8	89@2200	C	G & O	Br-L	Spic	Ross	Zen	P	*Aut	Br-L	4	Wis	2 R	52.4	L4IHV	471	170	8675	36x8	36x8D
Brockway 220 C	*28000	5850	Con	H	6	4½x5¼	501.0	48.6	120@2200	C	G & O	Br-L	Spic	Ross	Zen	P	*Aut	Br-L	4	Wis	2 R	50.7	L4IHV	546	170	9000	22x10.50	22x10.50D
											G & O	Ful	Spic	Ross	Zen	P	*Aut	Ful	4	Wis	2 R	50.7	L4IHV	546	212			
Chevrolet	½	345	Own	H	6	3⅛x3¾	194.0	26.3	50@2600	G	Har	Own	Own	Own	Car	P	DR	Own	3	Own	Sp	13.6	O4IM	101	109	*1880	19x4.75	19x4.75
Chevrolet	1½	520	Own	H	6	3⅛x3¾	194.0	26.3	50@2600	G	Har	Own	Own	Own	Car	P	DR	Own	4	Own	Sp	33 4	——	——	131	2700	30x5	32x6
Chevrolet	1½	575	Own	H	6	3⅛x4¾	194.0	26.3	50@2600	G	Har	Own	Own	Own	Car	P	DR	Own	4	Own	Sp	33 4	O4IM	170	157	3015	30x5	30x5D
Diamond T 216 B	1½	795	Her	L	6	3⅜x4¼	228.0	27.3	56@2400	G	G & O	Borg	Spic	Ross	Zen	P	Aut	W-G	4	Cla	Sp	——	L4IH	252	135½	3260	20x6.50B	20x6.50B
Diamond T 316	2	1195	Her	L	6	3⅜x4¼	263.0	29.4	65@2400	G	G & O	Borg	Spic	Ross	Zen	P	Aut	W-G	4	Cla	Sp	——	L4IH	350	155	4400	20x6.50B	20x6.50DB
Diamond T 303 F	2-2½	1795	Her	L	6	3⅜x4½	298.0	33.7	67@2400	G	G & O	Cov	Spic	Ross	Zen	P	Aut	Cov	4	Cla	Sp	——	L4IHV-T	350	159¾	5100	20x7.00B	20x7 00DB
Diamond T 351 B	2½-3	2395	Her	L	6	4 x4½	339.0	38.4	74@2400	G	G & O	Cov	Spic	Ross	Zen	P	Aut	Cov	4	Tim	Sp	——	L4IHV-T	408	168	6000	20x7.50B	20x7.50DB
Diamond T 303 F B	2-2½	2425	Her	L	6	4 x4½	339.0	38.4	74@2400	G	G & O	Cov	Spic	Ross	Zen	P	Aut	Cov	4	Tim	Sp	——	L4IHV	408	199	6100	20x7.50	20x7 50DB
Diamond T 351 B	2-2½	2650	Her	L	6	4 x4½	339.0	38.4	74@2400	G	G & O	Cov	Spic	Ross	Zen	P	L-N	Cov	4	Cla	Sp	——	L4IHV-T	408	176½	6400	20x8.25B	20x8.25DB
Diamond T 504 A	3	2950	Her	L	6	4⅛x4½	383.0	43.3	85@2200	G	G & O	Cov	Spic	Ross	Zen	P	Aut	Cov	5	Wis	2 R	——	L4IHV-T	408	184	6400	20x8.25B	20x8.25DB
Diamond T 506 A	3	3395	Her	L	6	4⅜x4¾	428.4	45.9	94@2200	G	G & O	Cov	Spic	Ross	Zen	P	L-N	Cov	5	Wis	2 R	——	L4IHV-T	499	169	7500	20x9.00B	20x9.00DB
Diamond T 603	3-4	3695	Her	L	6	4½x5¼	501.0	48.6	114@2200	G	G & O	Cov	Spic	Ross	Zen	P	L-N	Cov	5	Wis	2 R	——	L4IHV-T	499	187½	7500	20x9.00B	20x9.00DB
Diamond T 606 B	4-5	4925	Her	L	6	4⅜x5¼	529.0	51.4	114@2200	G	G & O	Cov	Spic	Ross	Zen	P	Aut	Cov	5	Wis	2 R	——	L4IHV-T	499	178	9300	22x9.75B	22x9.75DB
Diamond T 750	4	4140	Her	L	6	4⅜x5¼	529.0	45.9	94@2200	G	G & O	Cov	Spic	Ross	Zen	P	L-N	Cov	5	Wis	2 R	——	W4IA	552	189½	8300	36x8P	36x8P
*Diamond T 801	6	5600	Her	L	6	4⅛x5¼	501.0	48.6	110@2200	G	G & O	Cov	Spic	Ross	Zen	P	Aut	Cov	5	Wis	2 R	——	L6IHV-T	571	190	11000	34x7P	34x7DP
*Diamond T 1201	8	6400	Her	L	6	4⅜x5¼	529.0	51.3	114@2400	G	G & O	Cov	Spic	Ross	Zen	P	Aut	Br-L	7	Own	Wo	——	W4IA-T	238	190	11700	36x8P	36x8DP
*Diamond T 1602	8	7500	Wak	L	6	5 x5¾	677.4	60.0	127@2000	G	G & O	Cov	Spic	Ross	Zen	P	Aut	Br-L	7	Tim	Wo	——	W4IA-T	238	190	11700	36x8P	36x8D
*Diamond T 1603											G & O	Br-L	Spic-Blo	Ross	Zen	P	Aut	Br-L	7	Tim	Wo	——	W4IA-T	238	194	12500	36x8P	
Dodge Bros. UF 10	½	375	Own	L	4	3⅜x4¾	196.0	21.0	48@2800	G	Fed	Borg	Un	Own	Car	P	DR	Own	3	Own	Sp	12.8	O4IH	121	109	1925	19x5.00	19x5.00
Dodge Bros. F 10	½	445	Own	L	6	3¼x4¼	211.5	25.3	66@3200	C	Fed	Borg	Un	Own	Car	P	DR	Own	3	Own	Sp	12.8	O4IH	121	109	1975	19x5.25	19x5.25
Dodge Bros. U 1	¾	490	Own	L	4	3⅜x4¼	196.0	21.0	45@2800	G	Fed	Borg	Spic	Han	Car	P	DR	Own	3	Own	Sp	19.2	O4IH	189	124	2260	20x6.00	20x6.00
Dodge Bros. DA 1	¾	595	Own	L	6	3⅜x3⅞	208.0	27.3	63@3200	C	Fed	Borg	Spic	Han	Zen	P	DR	Own	3	Own	Sp	19.2	O4IH	189	124	2360	20x6.00	20x6.00
Dodge Bros. U 1	1	495	Own	L	4	3⅜x4¼	196.0	21.0	45@2800	G	Fed	Borg	Spic	Han	Car	P	DR	Own	4	Own	Sp	36.1	O4IH	206	133	2590	20x6.00	32x6
Dodge Bros. DA 1	1	595	Own	L	6	3⅜x3⅞	208.0	27.3	63@3200	C	Fed	Borg	Spic	Han	Zen	P	DR	Own	4	Own	Sp	33.4	O4IH	206	133	2690	20x6.00	32x6
Dodge Bros. UG 30	1	525	Own	L	4	3⅜x4¾	196.0	21.0	48@2800	G	Fed	Borg	Cle	Own	Car	P	DR	Own	4	Own	Sp	36.9	O4IH	176	131	2490	6.00x20	36x6
Dodge Bros. UG31	1	550	Own	L	4	3⅜x4¾	196.0	21.0	48@2800	G	Fed	Borg	Cle	Own	Car	P	DR	Own	5	Own	Sp	36.1	O4IH	176	131	2640	20x6.00	32x6
Dodge Bros. G 30	1½	585	Own	L	4	3¼x4¼	211.5	25.3	60@3100	G	——	——	——	——	——	P	——	——	5	——	——	——	——	——	——	2560	20x6.00	32x6
Dodge Bros. UF 30	1½	595	Own	L	4	3¼x4¼	211.5	25.3	60@3100	G	Fed	Borg	Cle	W-G	Car	P	——	——	5	Own	Sp	37.1	O4IH	187	136	2581	20x6.00	32x6
Dodge Bros. G 31	1½	610	Own	L	4	3⅜x4¾	196.0	21.0	48@2800	G	——	——	——	——	——	P	——	——	5	Own	Sp	37.1	4HI	——	157	2710	20x6.00	32x6
Dodge Bros. UF 31	1½	670	Own	L	6	3¼x4¼	211.5	25.3	60@3100	G	Fed	Borg	Cle	W-G	Car	P	——	——	4	——	——	——	——	——	——	2757	20x6.00	32x6
Dodge Bros. F 30	1½	695	Own	L	6	3¼x4¼	211.5	25.3	66@3200	C	Fed	Borg	Cle	W-G	Car	P	DR	Own	4	Own	Sp	37.1	O4IH	229	165	2757	20x6.00	32x6
Dodge Bros. F 31	1½	770	Own	L	6	3¼x4¼	211.5	25.3	63@3200	C	Fed	Borg	Cle	W-G	Car	P	DR	Own	4	Own	Sp	37.1	O4IH	187	136	2631	20x6.00	32x6
Dodge Bros. F 35	1½	1425	Own	L	6	3⅜x3⅞	208.0	27.3	63@3200	C	Fed	Borg	Cle	W-G	Car	P	DR	Own	4	Own	Sp	37 1	O4IH	229	165	2807	20x6.00	32x6
Dodge Bros. F 36	1½	1485	Own	L	6	3⅜x3⅞	208.0	27.3	73@3200	C	Fed	Borg	Cle	Han	Zen	P	DR	Own	4	Own	Sp	41.4	O4IH	305	140	3780	20x6.00	20x6.00D
Dodge Bros. G 43	2	795	Own	L	6	3¼x4¾	217.7	25.3	73@3200	—	Fed	Borg	Cle	Han	Zen	P	DR	Own	4	Own	Sp	41.4	O4IH	305	165	3972	20x6.00	20x7.00D
Dodge Bros. G 44	2	825	Own	L	6	3⅝x5	309.6	31.5	96@3000	G	——	——	——	——	——	P	DR	Own	4	——	Sp	——	4HI	229	136	3345	20x7.00	20x7.00D
*Dodge Bros. F 40	2	1995	Own	L	6	3⅝x5	309.6	31.5	96@3000	G	——	——	——	——	——	P	DR	Own	4	——	Sp	——	4HI	229	165	3465	20x7.00	20x7.00D
*Dodge Bros. F 41	2	2085	Own	L	6	3⅝x5	309.6	31.5	75@3200	C	Long	Borg	Cle	Own	Car	P	DR	Own	4	——	Sp	——	4HI	229	165	3465	20x7.00	20x6.50D
*Dodge Bros. F 42	2	2180	Own	L	6	3⅝x5	309.6	31.5	78@3000	C	Fed	Borg	Cle	Own	Car	P	DR	Own	4	Own	Sp	43.7	O4IH-T	350	150	5173	20x6.50	20x6.50D
Dodge Bros.	2	1515	Own	L	6	3⅜x4½	241.0	27.3	78@3000	C	Long	Borg	Un	Han	Zen	P	DR	Own	4	Own	Sp	43.7	O4IH-T	350	165	5211	20x6.50	20x7.00D
Dodge Bros.	3	1565	Own	L	6	3⅜x4½	241 0	27.3	78@3000	C	Fed	Borg	Cle	Sag	DL	P	DR	Own	4	Own	Sp	43.7	O4IH-T	350	165	5311	20x7.00	20x7.00D
Dodge Bros.	3	1615	Own	L	6	3⅜x5	309.6	31.5	96@3000	G	Long	Borg	Cle	Sag	DL	P	DR	Own	4	Own	Sp	50.0	O4IH-T	229	136	4235	32x6	32x6D
Dodge Bros.	3	2645	Own	L	6	3⅜x5	309.6	31.5	96@3000	G	Long	Borg	Cle	Sag	DL	P	DR	Own	5	Own	Sp	46.3	O4IH	382	135	4520	32x6	32x6D
Dodge Bros. F 60	3	2575	Own	L	6	3⅜x5	309.6	31.5	96@3000	G	Fed	Borg	Cle	Own	Car	Vac	NE	Own	4	Own	Sp	46.3	O4IH	382	165	4715	32x6	32x6D
*Dodge Bros. F 61	3	2695	Own	L	6	3⅜x5	309.6	31.5	120@3000	G	Long	Borg	Un	Han	Zen	Vac	NE	Own	4	Own	Sp	46.3	O4IH	382	185	4715	32x6	32x6D
*Dodge Bros. F 62	3	5250	Own	L	8	3½x5	384.8	39.2	120@3000	G	Long	Borg	Un	Han	Zen	Vac	NE	Own	4	Own	Sp	46.3	O4IH	416	146	5543	32x6	32x6D
Dodge Bros G 80	4	5285	Own	L	8	3½x5	384.8	39.2	120@3000	G	Fed	Borg	Cle	Sag	DL	P	DR	Own	4	Own	Sp	48 8	O4IH-T	416	170	5789	32x6	32x6D
Dodge Bros. G 81	4	5350	Own	L	8	3½x5	384.8	39.2	120@3000	G	Long	Borg	Cle	Sag	DL	P	DR	Own	4	Own	Sp	48.8	O4IH-T	416	195	5901	32x6	32x6D
Dodge Bros. G 82	4	5415	Own	L	8	3½x5	384.8	39.2	120@3000	G	Long	Borg	Cle	Sag	DL	P	DR	Own	4	Own	Sp	48.8	O4IH-T	416	195	5901	32x6	32x6D
Dodge Bros G 83	4										Long	Borg	Cle	Sag	Str	P	DR	Own	5	Own	Sp	62.7	B4IA-T	650	146	7640	20x9.75	20x9.75D
											Long	Borg	Cle	Sag	Str	P	DR	Own	5	Own	Sp	69.6	B4IA-T	650	170	7840	20x9.75	20x9.75D
											Long	Borg	Cle	Sag	Str	P	DR	Own	5	Own	Sp	69.6	B4IA-T	650	195	8040	20x9.75	20x9.75D
											Long	Borg	Cle	Sag	Str	P	DR	Own	5	Own	Sp	69.6	B4IA-T	650	220	8400	20x9.75	
Essex Com.	¾	435	Own	L	6	2¾x4½	163.0	18.2	55@3300	C	Har	Own	Spic	Gem	Mar	Vac	Aut	Own	3	Own	Sp	5 40	4M	—	110½	1970	20x5	20x5.50
Federal D 3	*1½	670	Con	L	4	3⅞x4¼	200.5	24.0	50@2700	C	Long	Borg	Cle	Gem	Zen	P	DR	W-G	4	Cla	Sp	40.8	L41H	377	130	3225	20x6.00	32x6
Federal E 3	*1½	695	Con	L	6	3⅜x4	215.0	27.3	72@3400	C	Long	Borg	Cle	Gem	Zen	P	DR	W-G	4	Cla	Sp	40.8	L41H	377	130	3225	20x6.00	32x6
Federal F 7	*1¾	1325	Con	L	6	3⅜x4⅝	248.0	27.3	64@2600	C	Long	Borg	Cle	Gem	Zen	P	DR	Own	4	Tim	Sp	29.2	L41H	413	132	3765	30x5	30x5D
Federal F 7	*1¾-2	1425	Con	L	6	3⅜x4⅝	248.0	27.3	64@2600	C	Long	Borg	Pet	Gem	Zen	P	DR	Own	4	Tim	Sp	34.0	L41H	438	132	3865	30x5	30x5D
Federal F 8	*2	1695	Con	L	6	3⅜x4⅝	248.0	27.3	64@2600	C	Long	Borg	Pet	Ross	Zen	P	DR	Own	4	Cla	Sp	38.5	L41H	450	151	4580	32x6	32x6D
Federal A 6	*2½	1995	Con	L	6	3⅜x4⅝	248.0	27.3	64@2600	C	Long	Borg	Pet	Ross	Zen	Vac	DR	Own	4	Cla	Sp	47.1	L41HV	659	151	5110	32x6	32x6D
Federal A 6 T	*2½	2130	Con	L	6	3⅝x5	251.0	25.6	50@2000	G	Long	Borg	Pet	Ross	Zen	Vac	DR	Own	4	Tim	Sp	47.1	L41HV	659	151	5110	32x6	36x8
Federal A 6 T W	*2½	1595	Wau	L	4	3⅜x4⅝	248.0	27.3	64@2600	C	Long	Borg	Cle	Gem	Zen	Vac	DR	Own	4	Tim	Sp	52.9	L41HV	659	151	5110	32x6	32x6D
Federal T 3 W	*2½	1795	Con	L	6	3⅜x4¼	200.5	24.0	50@2700	C	Long	Borg	Cle	Gem	Zen	Vac	DR	Own	4	Tim	Wo	36.3	L41H	575	148	5400	32x6	32x6
Federal T 8 W F	*2½-3	1050	Con	L	6	3⅜x4	215.0	27.3	60@2600	C	Long	Borg	Cle	Gem	Zen	Vac	DR	Own	4	Tim	Wo	38.8	L41HV	575	148	5400	32x6	32x6D
*Federal D 2 S W	*2½-3	1150	Con	L	4	3⅞x4¼	200.5	24.0	50@2700	C	Long	Borg	Cle	Gem	Zen	P	DR	W-G	4	Cla	Sp	40.8	L61H	566	140	3925	20x6.00	32x6
*Federal E 2 S W	*2½-3	1350	Con	L	6	3⅜x4	215.0	27.3	60@2600	C	Long	Borg	Pet	Ross	Zen	P	DR	W-G	4	Cla	Sp	40.8	L61H	566	145	3975	20x6.00	32x6
*Federal D 2 D	*2½-3	1450	Con	L	6	3⅜x4	215.0	27.3	60@2600	C	Long	Borg	Pet	Ross	Zen	P	DR	W-G	4	Cla	Sp	40.8	L61H	566	140	4235	20x6.00	32x6
*Federal F 2 D	*2½-3	2550	Con	H	6	4 x4⅛	311.0	38.4	75@2200	C	Long	Borg	Pet	Ross	Zen	P	DR	W-G	4	Cla	Sp	40.8	L61H	566	145	4310	20x6.00	34x7D
Federal T 10 B	*2½-3	2635	Con	H	6	4 x4⅛	311.0	38.4	75@2200	C	Long	Borg	Pet	Ross	Zen	P	DR	Own	4	Tim	Sp	44.5	L41HV	659	165	6550	34x7	34x7D
Federal T 10 W	*2½-3	2685	Con	H	6	4 x4⅛	311.0	38.4	85@2200	C	Long	Borg	Pet	Ross	Zen	P	DR	Own	4	Tim	Sp	44.0	L41HV	659	165	6550	34x7	34x7D
Federal T 10 D R	*3½-4	3860	Con	H	6	4⅛x4¾	381.0	40.8	85@2200	C	Long	Borg	Pet	Ross	Zen	P	DR	Own	4	Tim	Wo	64.6	L41HV	659	165	6550	34x7	36x8D
Federal U 6	*3½-4	3860	Con	H	6	4⅛x4¾	381.0	27.3	64@2600	C	Long	Borg	Pet	Han	Zen	P	DR	Br-L	7	Tim	2R	69.6	L41HV	767	165	7420	36x8	36x8D
Federal U 6 D R	*4	2195	Con	L	6	3⅜x4⅝	248.0	45.9	100@2200	C	Long	Borg	Pet	Han	Zen	P	DR	Br-L	7	Tim	2R	69.6	L41HV	767	165	7420	36x8	32x6D
*Federal A 6 S W	*5-6	4485	Con	H	6	4⅜x4¾	428.4	45.9	100@2200	C	Long	Borg	Pet	Han	Zen	P	DR	Br-L	7	Tim	2R	69.6	L41HV	767	165	7420	36x8	32x6D
Federal C 7	*5-6	4485	Con	H	6	4⅜x4¾	428.4	45.9	100@2200	C	Long	Borg	Pet	Han	Zen	P	DR	Br-L	7	Tim	2R	69.6	L41HV	767	165	7420	36x8	32x6D
Federal C 7 W	*5-6	4895	Con	H	6	4⅜x4¾	428.4	45.9	100@2200	C	Long	Borg	Pet	Gem	Zen	P	DR	Br-L	7	Tim	2R	69.6	L41HV	675	164	5650	32x6	32x6
Federal C 8	*5-6	4895	Con	H	6	4⅜x4¾	428.4	45.9	100@2200	C	Long	Borg	Pet	Gem	Zen	Vac	DR	Own	4	Cla	Sp	38.5	L61HV	866	195	9550	20x9.75	20x9.75D
Federal C 8 W	*7½	4335	Con	L	4	5 x6	471.0	40.0	61@1350	G	Long	Borg	Pet	Ross	Zen	Vac	DR	Own	4	Tim	2R	75 2	L41HV	866	195	9550	20x9.75	20x9.75D
Federal X 8	*7½	4335	Con	L	4	5 x6	471.0	40.0	61@1350	G	Long	Borg	Pet	Ross	Zen	P	DR	Br-L	7	Tim	W	78.0	L41HV	921	195	9650	20x9.75	20x9.75D
Federal X 8 D R	*7½	4735	Con	H	6	4⅜x4¾	428.4	45.9	100@2200	C	Long	Borg	Pet	Ross	Zen	P	DR	Br-L	7	Tim	2R	75.2	L41A	921	195	9650	20x9.75	20x9.75D
Federal X 8 R	*7½	4735	Con	H	6	4⅜x4¾	428.4	45.9	100@2200	C	Long	Borg	Pet	Ross	Zen	P	DR	Br-L	7	Tim	Wo	78.0	L41A	921	195	9650	20x9.75	40x14R
Federal X 8 R D R	*7½	4735	Con	H	6	4⅜x4¾	428.4	45.9	100@2200	C	Long	Borg	Pet	Ross	Zen	P	DR	Br-L	7	Tim	Wo	111.0	T21MV	603	162	9750	36x6S	40x14S
																Vac	AB	Br-L	7	Tim	2R	106.0	T21MV	603	162	9750	36x6S	40x8D
																Vac	AB	Br-L	7	Tim	Wo	111.0	T21MV	462	162	10475	40x8	40x8D
																P	DR	Br-L	7	Tim	2R	106.0	T21MV	462	162	10475	40x8	
Ford	½-¾	320	Own	L	4	3⅞x4¼	200.0	—	50@2800	G	Own	Long	Spic	Gem	Zen	Gra	Own	Own	4	Own	Sp	——	——	——	——	——	——	20x6.00B	20x6.00DB
Ford	1½	470	Own	L	4	3⅞x4¼	200.0	—	50@2800	G	Own	Long	Spic	Gem	Zen	Gra	Own	Own	4	Own	Sp	——	——	——	——	——	——	20x6.00B	20x6.00DB
Ford	1½	500	Own	L	4	3⅞x4¼	200.0	—	50@2800	G	Own	Long	Spic	Gem	Zen	Gra	Own	Own	4	Own	Sp	——	——	——	——	——	——	20x6.00B	20x6.00DB
Ford																													
General Motors T-15	*6500	645	Own	L	6	3⅛x3⅞	200.3	26.3	60@3000	C	Long	Own	Mec	Sag	Mar	P	DR	Own	3	Own	Sp	16.1	B4IM	211	130	2625	20x5.50B	20x5.50B
General Motors T-18	*8200	595	Own	L	6	3⅛x3⅞	200.3	26.3	66@3200	C	Long	Own	Own	Sag	Mar	P	DR	Own	4	Own	Sp	35.7	O4IM	175	131	2800	30x5P	32x6P
General Motors T-25	*9000	1200	Buick	H	6	3⅛x4⅝	257.5	28.3	66@3200	C	Long	Own	Spic	Sag	Mar	P	DR	Own	4	Own	Sp	29.6	B4IM	239	130	3375	20x6.00B	20x7.50B
General Motors T-19	*10000	745	Own	H	6	3⅛x3⅞	200.3	26.3

Major Specifications and Mechanical Details of 1932 Commercial Cars

LEADING MAKES NATIONALLY DISTRIBUTED

(Continued from Page 8)

Make and Model	Capacity—Tons or Lbs.	Chassis Price	Engine	Valve Arr'g'm't	No. of Cyls.	Bore and Stroke	Piston Disp.	Tax H. P.	Max. Brake H. P. and Peak R. P. M.	Type Cam-shaft Drive	Radiator Make	Clutch Make	Universals Make	Steering Gear Make	Carburetor Make	Fuel Feed Type	Make Electr'l System	Transmission Make	No. Spds. For.	Rear Axle Make	Rear Axle Type	Final Drive	Final Gear Reduction	Type Service Brakes	Area Service Brake Lining	Standard Wheel Base	Chassis Wgt.	Standard Tire Sizes Front	Rear
Indiana 19 DR	3½	3400	Her	L	6	4⅜x4¾	428.4	45.9	94@2200	G	Yo	Br-L	Spic	Ross	Str	P	Aut	Br-L	4	Wis	2R	52.3	L4IHV	489	170	8100	20x9.00	20x9.00D
Indiana 17 SBT 250	4	3250	Her	L	6	4⅜x4¾	428.4	45.9	94@2200	G	Yo	Br-L	Spic	Ross	Str	P	Aut	Br-L	4	Tim	Sp	37.8	L4IHV	625	188	8200	34x7	34x7D
*Indiana 17 SW 250	4	3475	Her	L	6	4⅜x4⅜	428.4	45.9	94@2200	G	Yo	Br-L	Spic	Ross	Str	P	Aut	Br-L	4	Tim	Wo	38.1	L4IHV	625	188	8500	34x7	34x7D
Indiana 43 DR	4	4300	Her	L	6	4½x5¼	501.0	48.6	110@2200	G	Yo	Br-L	Spic	Ross	Str	P	Aut	Br-L	4	Wis	2R	50.7	L4IHV	546	170	8500	20x9.75	20x9.75D
Indiana 45 DR	5	4800	Her	L	6	4⅝x5¼	529.0	51.3	115@2200	G	Yo	Br-L	Spic	Ross	Str	P	Aut	Br-L	4	Wis	2R	45.4	L4IHV	546	170	8700	20x9.75	20x9.75D
International A 1	¾	615	Wak	L	4	3⅝x4½	186.0	21.0	39@2400	G	Mod	Mec	Mec	Ross	Zen	Vac	DR	W-G	4	Own	Sp	39.5	BE4IM	212	136	2930	5.50x20	5.50x20
International A 2	1½	615	Wak	L	4	3⅝x4½	186.0	21.0	39@2400	G	Mod	Mec	Mec	Ross	Zen	Vac	DR	W-G	4	Own	Sp	39.5	BE4IM	212	136	*2935	6.00x20	6.00x20
International B 2	1½	665	Wak	L	4	3⅝x4½	186.0	21.0	39@2400	G	Mod	Mec	Mec	Ross	Zen	Vac	DR	Mec	4	Own	Sp	47.3	BE4IM	212	136	2960	6.00x20	6.00x20
International A L 3	1½	1450	Lyc	L	6	3¼x4½	224.0	25.3	54@2700	G	Mod	Own	Mec	Ross	Zen	Vac	DR	W-G	4	Own	Sp	42.9	B4IM	295	138	4032	20x6.00	20x6.00D
International A 3	1½	795	Lyc	L	6	3¼x4½	224.0	25.3	54@2700	G	Mod	Rock	Mec	Ross	Zen	P	DR	W-G	4	Own	Sp	33.8	BE4IM	287	136	3500	6.00x20	6.00x20
International A 3½	1½	1250	Lyc	L	6	3¼x4½	224.0	25.3	54@2700	G	Mod	Rock	Mec	Ross	Zen	P	DR	W-G	4	Own	Sp	34.9	BE4IM	302	136	3700	6.00x20	6.00x20D
International A 4	2	1750	Own	H	6	3⅝x4½	279.0	31.5	67@2600	G	Mod	Own	Mec	Ross	Zen	Vac	DR	Own	5	Own	Sp	47.8	BE4IH*	378	145	5221	32x6	32x6D
International W 1	2½	3850	Hall	H	4	4¼x5½	312.0	28.9	59@2000	C	Own	Own	Own	Own	Zen	Vac	RB	Own	5	Own	2R	60.5	BE4IM	710	148	8300	36x8S	36x8S
International A 5	3	2350	Own	H	6	3⅝x4½	279.0	31.5	67@2600	G	Mod	Own	Mec	Ross	Zen	Vac	DR	Own	5	Own	Sp	52.6	BE4IM*	430	156	6120	34x7	34x7D
International A 6	3	2675	Own	H	6	3⅝x4½	279.0	31.5	67@2600	G	Mod	Own	Mec	Ross	Zen	Vac	DR	Own	5	Own	Sp	62.5	BE4IM*	430	156	6120	34x7	34x7D
International W 3	3½	4850	Hall	H	4	4¾x5½	390.0	36.1	69@2000	G	Own	Own	Own	Own	Zen	Vac	RB	Own	5	Own	2R	70.5	BE4IM	794	160	10125	36x6S	40x12S
International A 7	5	6200	Own	H	6	4½x5½	525.0	48.6	117@2200	G	Mod	Rock	Mec	Ross	*Zen	P	DR	Own	5	Own	2 R	52.3	BO4IM-T	730	123	11250	9.75x20	9.75x20D
International A 8	5	6300	Own	H	6	5 x5½	650.0	60.0	136@2100	G	Mod	Rock	Mec	Ross	*Zen	P	DR	Own	5	Own	2 R	52.3	BO4IM-T	730	123	11250	9.75x20	9.75x20D
La France Rep. A 1	* 6000	795	Lyc	L	6	3 x4¾	201.5	21.5	60@2500	G	G&O	Borg	Spic	Han	Zen	Vac	Aut	Ful	4	Tim	Sp	36.1	L4IH	378	132	3000	20x5.50	32x6
La France Rep. C 1	* 7500	1295	Lyc	L	6	3¼x4½	224.0	25.4	61@2750	G	G&O	Borg	Spic	Han	Zen	Vac	Aut	Ful	4	Tim	Sp	35.8	L4IH	413	144	3300	20x6.00	32x6
La France Rep. D 1	* 9000	1595	Lyc	L	6	3¼x4½	224.0	25.4	61@2750	G	G&O	Borg	Spic	Han	Zen	Vac	Aut	Ful	4	Tim	Sp	37.9	L4IH	448	144	3725	30x5	30x5D
La France Rep. C 2	*10000	995	Lyc	L	6	3¼x4½	224.0	25.3	61@2800	G	Per	Borg	Spic	Han	Zen	P	Aut	Ful	4	Tim	Sp	35.9	L4IH	—	150	——	20x6.00B	20x6.00DB
La France Rep. D 2	*11500	1295	Lyc	L	6	3⅜x4½	242.0	27.3	65@2800	G	Per	Borg	Spic	Han	Zen	P	Aut	Ful	4	Tim	Sp	37.9	L4IH	—	162	——	20x6.00B	20x6.00DB
La France Rep. E 1	*13000	1985	Bud	L	6	3½x4½	260.0	29.5	69@2600	G	Per	Borg	Spic	Ross	Zen	Vac	Aut	Ful	4	Tim	Sp	47.0	L4IHV	578	162	5000	20x7.50	20x7.50D
La France Rep. F 3	*15000	2395	Lyc	L	6	3¾x4½	299.0	33.7	80@2500	G	Per	Ful	Spic	Ross	Zen	P	Aut	Ful	4	Tim	Sp	50.6	L4IHV-T	656	174	5625	34x7	34x7D
La France Rep. H 2	*16000	2985	Lyc	L	6	3⅞x5	354.0	36.0	85@2300	G	Per	Ful	Spic	Ross	Zen	P	Aut	Ful	4	Wis	2R	41.6	L4IHV	658	174	6370	34x7	34x7D
La France Rep. H 3	*18000	3395	Bud	L	6	4⅛x4¾	393.0	42.1	94@2400	G	Per	Ful	Spic	Ross	Zen	P	Aut	Ful	4	Tim	2R	54.0	L4IHV-T	768	179	7450	20x9.75B	20x9.75DB
La France Rep. M 2	*20000	4000	Wak	L	6	4⅜x5⅛	462.0	46.0	97@2000	G	Per	Ful	Spic	Ross	Zen	P	Aut	Ful	5	Wis	2R	51.0	L4IHV	768	174	7500	36x8	36x8D
La France Rep. M 3	*22000	4750	Wak	L	6	4⅜x5⅛	462.0	46.0	97@2000	G	Per	Ful	Spic	Ross	Zen	P	Aut	Ful	5	Tim	2R	62.5	L4IHV-T	768	191	8300	20x10.50B	20x10.50DB
La France Rep. 35-2	*24000	5600	Wak	L	6	4½x5¾	549.0	48.6	98@1850	G	Own	Ful	Spic	Ross	Zen	P	Aut	Ful	4	Wis	2R	45.4	L4IHV	870	174	9250	38x9	38x9D
La France Rep. 35-3	*28000	6400	Wak	L	6	4⅝x5⅛	517.0	51.0	100@1800	G	Per	Ful	Spic	Ross	Zen	P	Aut	Ful	12	Tim	2R	111.5	W4IA-T	1054	191	10300	24x10.50B	24x10.50DB
La France Rep. Q 4	*30000	8500	Own	H	12	4 x5	754.0	76.7	240@2900	C	Own	Long	Blo	Ross	Zen	P	DR	Br-L	4	Tim	2R	Opt	W4IA	—	Opt	12750	24x10.50B	24x10.50DB
La France Rep. Q 6	*40000	11000	Own	H	12	4 x5	754.0	76.7	240@2900	C	Own	Long	Blo	Ross	Zen	P	DR	Br-L	4	Tim	4R	Opt	W6IA-T	—	Opt	14900	20x10.50B	20x10.50DB
††Mack B L	——	2500	Own	L	6	3¼x5	248.9	25.3	63@2800	G	Own	Own	Spic	Gem	Str	Vac	NE	Own	4	Tim	Sp	Opt	L4IH	302	148	*4450	22x9.75B	22x9.75B
††Mack B G	——	3000	Own	L	6	3⅝x5	309.6	31.5	75@2600	G	Own	Own	Spic	Own	Str	Vac	NE	Own	4	Own	Sp	Opt	O4IV	415	156	5200	20x6.00B	20x6.00DB
††Mack A B	——	4350	Own	L	4	4¼x5	283.7	28.9	60@2200	G	Own	Own	Spic	Own	Str	Gra	NE	Own	4	Own	2 R	Opt	O4IV	471	146½	7100	32x3	32x6D
Mack A B	——	4000	Own	L	4	4¼x5	283.7	28.9	60@2200	G	Own	Own	Spic	Own	Str	Vac	NE	Own	4	Own	Ch	Opt	O4IV	471	146½	6850	34x7	34x7D
Mack A B	——	4500	Own	L	6	3⅝x5	309.6	31.5	75@2600	G	Own	Own	Spic	Own	Str	Gra	NE	Own	4	Own	2 R	Opt	O4IV	471	146½	7050	34x7	34x7D
††Mack A B	——	4150	Own	L	6	3⅝x5	309.6	31.5	75@2600	G	Own	Own	Spic	Own	Str	Vac	NE	Own	4	Own	Ch	Opt	O4IV	471	146½	6850	34x7	34x7D
††Mack B C	——	5250	Own	L	6	4 x5½	417.7	38.4	100@2300	G	Own	Own	Spic	Own	Str	Vac	NE	Own	4	Own	2 R	Opt	O4IV	471	154	8350	34x7	34x7D
††Mack B C	——	5500	Own	L	6	4 x5½	417.7	38.4	100@2300	G	Own	Own	Spic	Own	Str	Vac	NE	Own	4	Own	Ch	Opt	O4IV	610	154	8500	36x8	36x8D
††Mack B J	——	6150	Own	L	6	4½x5½	525.2	48.6	126@2200	G	Own	Own	Spic	Own	Str	Vac	NE	Own	4	Own	2 R	Opt	O4IV	567	168½	10100	36x8	36x8D
††Mack A K	——	5150	Own	L	4	5 x6	471.2	40.0	77@1800	G	Own	Own	Spic	Own	Str	Gra	NE	Own	4	Own	Ch	Opt	O4IV	492	162	9800	36x8	36x8D
††Mack A K	——	5250	Own	L	4	5 x6	471.2	40.0	77@1800	G	Own	Own	Spic	Own	Str	Gra	NE	Own	4	Own	2 R	Opt	O4IV	492	162	9700	36x5S	36x5DS
††Mack A C	——	4950	Own	L	4	5 x6	471.2	40.0	77@1800	G	Own	Own	Spic	Own	Str	Gra	NE	Own	4	Own	Ch	Opt	OJXM	194	156	9500	36x5S	36x5DS
††Mack A K	——	6450	Own	L	6	4½x5½	525.5	48.6	126@2200	G	Own	Own	Spic	Han	Str	Vac	NE	Own	4	Own	2 R	Opt	O4IV	492	174	10950	36x5S	40x5DS
††Mack A C	——	5500	Own	L	4	5 x6	471.2	40.0	77@1800	G	Own	Own	Spic	Own	Str	Gra	NE	Own	4	Own	Ch	Opt	OJXM	194	156	10100	22x10.50B	22x10.50DS
††Mack A C	——	6550	Own	L	6	4½x5½	525.5	48.6	126@2200	G	Own	Own	Spic	Han	Str	Vac	NE	Own	4	Own	Ch	Opt	O4IV	492	174	11950	36x6S	40x6DS
††Mack A C	——	6000	Own	L	4	5 x6	471.2	40.0	77@1800	G	Own	Own	Spic	Own	Str	Gra	NE	Own	4	Own	Ch	Opt	OJXM	194	156	10450	24x10.50B	24x10.50DB
††Mack A P	——	9500	Own	L	6	5 x6	706.5	60.0	150@2000	G	Own	Own	Spic	Own	Str	Gra	NE	Own	4	Own	Ch	Opt	O2IV	287	191	12200	36x7S	40x7DS
††Mack A K 6—6 wheel	——	9500	Own	L	6	4½x5½	525.2	48.6	126@2200	G	Own	Own	Spic	Own	Str	Vac	NE	Own	4	Own	2 R	Opt	O6IA	574	152-52	16300	36x7S	40x8DS
††Mack A C 6 wheel	——	7650	Own	L	4	5 x6	471.2	40.0	77@1800	G	Own	Own	Spic	Own	Str	Gra	NE	Own	4	Own	Ch	Opt	ORIV	574	125-52	13800	9.75x22B	5.75x22DB
††Mack A C 6—6 wheel	——	9000	Own	L	6	4½x5½	525.2	48.6	126@2200	G	Own	Own	Spic	Own	Str	Vac	NE	Own	4	Own	Ch	Opt	O6IA	574	145-52	14950	36x6S	40x12S
Mack A P 6 wheel	——	11500	Own	L	6	5 x6	706.5	60.0	150@2000	G	Own	Own	Spic	Own	Str	Gra	NE	Own	4	Own	Ch	Opt	O6IA	574	145-52	15250	40x8	40x8D
††Mack A P 6 wheel	——	12000	Own	L	6	5 x6	706.5	60.0	150@2000	G	Own	Own	Spic	Own	Str	Gra	NE	Own	4	Own	2 R	Opt	O6IA	574	145-52	——	40x8	40x8D
Pierce-Arrow 13S	2	3150	Own	L	8	3½x5	385.0	39.2	125@2800	C	Long	Long	Cle	Han	Str	P	DR	Br-L	4	Tim	Sp	33.5	B4IM-T	399	160	6000	20x8.25B	20x8.25DB
Pierce-Arrow 12T	2-2½	2950	Her	L	6	4½x4½	361.0	40.3	77@2400	G	Long	Long	Cle	Han	Zen	P	DR	Cla	4	Tim	Sp	34.3	B4IM	399	150	5625	20x7.50B	20x7.50DB
Pierce-Arrow 14T	2½	2950	Her	L	6	3¾x4½	298.0	33.7	70@2600	G	Long	Long	Cle	Han	Zen	P	DR	Cla	4	Tim	Sp	40.0	B4IM	399	150	5725	20x8.25B	20x8.25DB
Pierce-Arrow 15T	2½	3100	Her	L	6	4½x4½	361.0	40.3	77@2400	G	Long	Long	Cle	Han	Zen	P	DR	Cov	4	Tim	Sp	34.4	B4IM	399	180	5800	20x8.25B	20x8.25DB
Pierce-Arrow 18W	3-4	4100	Her	L	6	4½x4½	361.0	40.3	77@2400	G	Long	Long	Cle	Han	Zen	P	DR	Cov	4	Tim	Wo	41.9	B4IA-T	473	150	6660	20x9.00B	20x9.00DB
Pierce-Arrow 18R	3-4	4500	Her	L	6	4⅜x4¾	428.0	46.0	94@2200	G	Long	Long	Cle	Han	Zen	P	DR	Br-L	4	Tim	Wo	28.6	B4IA	473	150	6860	20x9.00B	20x9.00DB
Pierce-Arrow 21R	3½	4700	Her	L	6	4½x5¼	501.0	48.6	110@2200	G	Long	Long	Cle	Han	Zen	P	DR	Br-L	4	Tim	Wo	36.0	B4IA	473	150	7050	20x9.75B	20x9.75DB
Pierce-Arrow 24X	4-5	5400	Her	L	6	4½x5¼	501.0	48.6	110@2200	G	Long	Long	Cle	Han	Zen	P	DR	Cov	4	Tim	Wo	40.2	T4IA	618	150	9250	20x10.50B	20x10.50DB
Pierce-Arrow 24M	4-5	6450	Her	L	6	4¾x5¾	611.0	54.1	130@2000	G	Long	Long	Spic	Ross	Str	P	DR	Own	4	Tim	Wo	39.9	T4IA-T	618	150	10200	20x10.50B	20x10.50DB
Pierce-Arrow 28X	5½	6000	Her	L	6	4½x5¼	501.0	48.6	110@2200	G	Long	Long	Cle	Han	Zen	P	DR	Cov	4	Own	Wo	53.0	TO4IA	720	160	10675	24x10.50B	24x10.50DB
Pierce-Arrow 28M	5½	6900	Her	L	6	4¾x5¾	611.0	54.1	130@2000	G	Long	Long	Spic	Ross	Str	P	DR	Own	4	Own	Wo	52.5	TO4IA	720	160	11600	24x10.50B	24x10.50DB
Pierce-Arrow 28Y	5½	5850	Her	L	6	4⅝x4¾	479.0	51.3	104@2200	G	Long	Long	Cle	Han	Zen	P	DR	Cov	4	Own	Wo	53.0	TO4IA	720	160	10675	24x10.50B	24x10.50DB
Pierce-Arrow 34K	5½	——	Her	L	6	4¾x5¾	611.0	54.1	130@2000	G	Long	Long	Spic	Ross	Str	P	DR	Own	4	Own	Wo	42.0	TO4IA	720	170	11675	24x10.50B	40x8DS
Pierce-Arrow 75M	75000	8000	Her	L	6	5¼x6	779.0	66.1	150@1800	G	Long	Long	Spic	Ross	Str	P	DR	Own	4	Own	Wo	51.9	TO4IA	720	190	12750	24x10.50B	24x10.50DB
Pierce-Arrow 24T	*24000	3200	Her	L	6	4½x4½	36.10	40.3	77@2400	G	Long	Long	Cle	Han	Zen	P	DR	Cov	4	Tim	Sp	48.1	B4IM	399	150	5725	20x8.25	20x8.25D
Pierce-Arrow 35B	*35000	4800	Her	L	6	4⅜x4¾	428.0	46.0	94@2200	G	Long	Long	Cle	Han	Zen	P	DR	Br-L	4	Tim	Wo	47.8	B4IA	473	150	7050	20x9.75	20x9.75D
Pierce-Arrow 45X	*45000	6200	Her	L	6	4½x5¼	501.0	48.6	110@2200	G	Long	Long	Cle	Han	Zen	P	DR	Cov	4	Tim	Wo	57.2	T4IA	618	160	9300	20x10.50	20x10.50D
Pierce-Arrow 34L	*34000	——	Her	L	6	4½x5¼	501.0	48.6	110@2200	G	Long	Long	Cle	Han	Zen	P	DR	Cov	4	Tim	Wo	49.0	T6IA	1022	200	13200	20x9.75	20x9.75D
Pierce-Arrow 44K	*44000	——	Her	L	6	5¼x6	779.0	66.1	150@1800	G	Long	Long	Spic	Ross	Str	P	DR	Own	4	Tim	Wo	47.2	T6IA	1022	200	14500	20x10.50	20x10.50D
Pierce-Arrow 34K	*34000	——	Her	L	6	4¾x5¾	611.0	54.1	130@2000	G	Long	Long	Spic	Ross	Str	P	DR	Own	4	Tim	Wo	40.6	T6IA	1022	200	14200	20x9.75	20x9.75D
Reo 1 A	1½	625	Own	L	4	3⅛x4½	205.0	23.3	51@2500	G	Per	Long	Cle	Ross	Zen	P	DR	Cla	4	Cla	Sp	37.1	L4IH	230	136	2930	20x6.00	32x6
Reo 1 B	1½	725	Own	L	6	3⅜x4	214.7	27.3	61@3000	G	Per	Long	Cle	Ross	Zen	P	DR	Cla	4	Cla	Sp	33.6	L4IH	230	136	2970	20x6.00	32x6
Reo 1 C	1½	665	Own	L	4	3⅛x4½	205.0	23.3	51@2500	G	Per	Long	Cle	Ross	Zen	P	DR	Cla	4	Cla	Sp	37.1	L4IH	230	160	3020	20x6.00	32x6
Reo 1 D	1½	765	Own	L	6	3⅜x4	214.7	27.3	61@3000	G	Per	Long	Cle	Ross	Zen	P	DR	Cla	4	Cla	Sp	37.1	L4IH	230	160	3060	20x6.00	32x6
Reo D F X	1½	1095	Own	L	6	3⅜x5	268.3	27.3	85@3200	C	Own	Long	Cle	Ross	Sch	Vac	DR	Own	4	Own	Sp	34.1	L4IH	289	135	3200	20x6.00	20x6.00
Reo F A X	2	1295	Own	L	6	3⅜x5	268.3	27.3	70@2800	C	Own	Br-L	Cle	Ross	Sch	Vac	DR	Own	4	Own	Sp	34.3	L4IH	289	137	3525	20x6.00	32x6
Reo F E X	2	1395	Own	L	6	3⅜x5	268.3	27.3	70@2800	C	Own	Br-L	Cle	Ross	Sch	Vac	DR	Own	4	Own	Sp	34.3	L4IH	289	152	3200	20x6.00	32x6
Reo F F X	2	1395	Own	L	6	3⅜x5	268.3	27.3	70@2800	C	Own	Br-L	Cle	Ross	Sch	Vac	DR	Own	4	Own	Sp	34.3	L4IH	289	156	3525	20x6.00	32x6
Reo F H X	2½	1595	Own	L	6	3⅜x5	268.3	27.3	70@2800	C	McC	Br-L	Cle	Ross	Sch	Vac	DR	Own	4	Own	Sp	37.7	L4IH	289	142	3750	32x6	32x6D
Reo F C X	2½	1645	Own	L	6	3⅜x5	268.3	27.3	70@2800	C	McC	Br-L	Cle	Ross	Sch	Vac	DR	Own	4	Own	Sp	37.7	L4IH	289	152	4165	32x6	32x6D
Reo F D X	2½	1745	Own	L	6	3⅜x5	268.3	27.3	70@2800	C	McC	Br-L	Cle	Ross	Sch	Vac	DR	Own	4	Own	Sp	37.7	L4IH	289	168	4075	32x6	32x6D
Reo G A	3	2035	Own	L	6	3⅜x5	268.3	27.3	70@2800	C	McC	Br-L	Cle	Ross	Sch	Vac	DR	Own	4	Own	Sp	40.5	L4IH-T	344	163	4625	32x6	32x6D
Reo G C	3	2140	Own	L	6	3⅜x5	268.3	27.3	70@2800	C	McC	Br-L	Cle	Ross	Sch	Vac	DR	Own	4	Own	Sp	40.5	L4IH-T	344	179	4850	32x6	32x6D
Reo G D	3	2085	Own	L	6	3⅜x5	268.3	27.3	70@2800	C	McC	Br-L	Cle	Ross	Sch	Vac	DR	Own	4	Own	Sp	78.1	L4IH-T	344	144	4650	32x6	32x6D
Reo G C S	3	2375	Own	L	6	3⅜x5	268.3	27.3	70@2800	C	McC	Br-L	Cle	Ross	Sch	Vac	DR	Own	4	Own	Sp	40.5	L4IH	344	210	5300	32x6	32x6D
Reo 4-H	4	2800	Own	L	6	4¼x4¾	381.0	40.8	101@2600	G	McC	Long	Cle	Ross	Sch	P	DR	Own	4	Cla	Sp	42.4	L4IHV-T	390	150	6150	8.25x20	9.00x20B
Reo 4-J	4	2875	Own	L	6	4¼x4¾	381.0	40.8	101@2600	G	McC	Long	Cle	Ross	Sch	P	DR	Own	4	Cla	Sp	42.4	L4IHV-T	390	170	6280	8.25x20	9.00x20B
Reo 4-K	4	2950	Own	L	6	4¼x4¾	381.0	40.8	101@2600	G	McC	Long	Cle	Ross	Sch	P	DR	Own	4	Cla	Sp	42.4	L4IHV-T	390	190	6395	8.25x20	9.00x20B
Stewart 30	1	695	Lyc	L	4	3¾x4½	199.0	22.5	50@2600	G	Fed	Borg	Spic	Ross	Str	P	DR	W-G	4	Sal	Sp	35.1	B4IM	257	130	*3158	20x6.50	20x6.50
Stewart 30 X	1	795	Lyc	L	6	3 x4¾	201.5	23.8	60@2800	G	Fed	Borg	Spic	Ross	Str	P	DR	W-G	4	Sal	Sp	35.1	B4IM	257	130	3199	20x6.50	20x6.50
Stewart 42X	1½	795	Lyc	.	6	3¼x4½	224.0	25.3	62@2600	—	Fed	—	—	—	Zen	—	—	—	—	Cla	—	—	——	—	134	3250	20x6.50	20x6.50
Stewart 40 X A	1½	995	Lyc	L	6	3¼x4½	224.0	25.3	62@2600	G	Fed	Borg	Spic	Ross	Zen	P	DR	W-G	4	Cla	Sp	35.1	B4IM	257	145	3574	20x6.50	2Cx6.50D
Stewart 50X	2	1195	Lyc	L	6	3⅜x4½	242.0	27.3	65@2800	G	Fed	Borg	Spic	Ross	Zen	P	DR	W-G	4	Cla	Sp	35.1	B4IM	257	145	4165	20x6.50	20x6.50DB
Stewart 43X	2	995	Lyc	L	6	3¼x4½	242.0	27.3	62@2800	—	—	—	—	Ross	—	—	DR	—	4	—	Sp	—	B4	—	145	4005	20x6.50	20x6.50DB
Stewart 29 X S	2	1695	Lyc	L	6	3¾x4½	298.0	33.7	85@2750	G	Fed	Ful	Spic	Ross	Str	P	DR	Ful	4	Cla	Sp	44.1	B4IM	307	145	5194	20x7.00	20x7.00D
Stewart 32 X	2½	1990	Lyc	L	6	3¾x4½	298.0	33.7	85@2750	G	Fed	Ful	Spic	Ross	Str	P	DR	Ful	4	Cla	Sp	46.1	B4IM	348	165	6552	20x7.00	20x7.00D
Stewart 58-8	2½	2390	Lyc	L	8	3¾x4½	322.0	36.5	100@2800	G	Fed	Ful	Spic	Ross	Str	P	DR	Ful	4	Cla	Sp	46.1	B4IM	348	170	6170	20x7.50	20x7.50DB
*Stewart 18 X	3	2690	Lyc	L	6	3⅞x5	310.0	36	85@2750	G	Fed	Ful	Spic	Ross	Str	P	DR	Ful	4	Tim	Wo	48.1	B4IM	452	165	6245	20x7.50	20x7.50D
Stewart 48-8	3	2990	Lyc	L	8	3¾x4¾	420.0	45.0	130@2800	G	Fed	Br-L	Spic	Ross	Str	P	DR	Br-L	4	Cla	Sp	46.1	B4MV	348	170	6750	8.25x20B	8.25x20DB
Stewart 19 X	3½	3690	Lyc	L	6	3⅞x5	354.0	36.2	90@2750	G	Fed	Ful	Spic	Ross	Str	P	DR	Ful	12	Tim	Wo	105.1	B4IM	452	165	7474	20x9.00	20x9.00D
Stewart 38-8	3½	3990	Lyc	L	8	3¾x4¾	462.0	45.0	130@2800	G	Fed	Borg	Spic	Ross	Str	P	DR	Br-L	12	Tim	2R	105 1	B4IMV	452	170	7964	20x9.00	20x9.00D
Stewart 38-6	3½	3990	Wak	L	6	4⅜x5⅛	420.0	45.9	100@2000	G	Fed	Borg	Spic	Ross	Str	P	DR	Br-L	12	Tim	2R	105.1	B4IMV	452	170	7964	20x9.00	20x9 00D
Stewart 31 X	5	5190	Wak	L	6	4⅝x5⅛	516	51.2	110@2000	G	Mod	Br-L	Spic	Ross	Str	P	DR	Br-L	12	Tim	Wo	105.1	B4IMV	564	165	9885	20x9.75	20x9.75D
Stewart 27 X S	7	6190	Wak	L	6	4⅝x5⅛	516	51.2	110@2000	G	Mod	Br-L	Spic	Ross	Str	P	DR	Br-L	12	Tim	Wo	105.1	W4I	759	165	10762	24x10.50	24x10.50D
Studebaker	1½	670	Own	L	6	3¼x4⅝	230.2	25.4	75@3200	—	McC	Long	Spic	Ross	Str	P	DR	WG	4	Cla	Sp	36.2	B4IM	231	130	3110	20::6.00	32x6
Studebaker	1½	695	Own	L	6	3¼x4⅝	230	25.4	75@3200	——	McC	Long	Spic	Ross	Str	P	DR	W-G	4	Cla	Sp	36.2	B4IM	231	141	3165	20x6.00	32x6
Studebaker	1½	745	Own	L	6	3¼x4⅝	230.2	25.4	75@3200	—	McC	Long	Spic	Ross	Str	P	DR	WG	4	Cla	Sp	36.2	B4IM	231	165	3225	20x 6.00	32x6

HOW MUCH POWER CAN AN ENGINE PRODUCE?

(Continued from Page 7)

even further reduced. The present-day automobile engine design indicates to some extent the advantage in power increase and consequently car performance improvements to be attained through the high compression method. It is predicted that manufacturing economies of this nature will be exploited to the limit in the not distant future.

Improvements in Fuel

During the past ten years more progress has been made in the refining of petroleum than in all the previous years of this industry's history. Such developments have been brought about because automobile and aircraft engineers started a study of the fuel requirements of engines and because petroleum technologists set about to develop methods for producing the required fuel.

Not so many years ago gasoline was gasoline and, as such, was probably the most variable product ever offered to the public. The past decade has seen petroleum fractionated into hundreds of distinct chemical compounds whose characteristics with respect to engines have been carefully studied. Great strides have been made in the study of the mechanism of combustion, so that now we are beginning to have some conception of what happens when fuel is burned in an engine.

Refining processes have been developed to produce gasoline of the maximum possible inherent anti-knock value. The use of ethyl fluid has become general, increasing the anti-knock value still further. Within a few years anti-knock value has become the most discussed characteristic of gasoline and today the price of gasoline is based on its anti-knock value.

The rapid increase in importance of anti-knock value in motor fuels (in the face of its complete lack of recognition ten years ago) has naturally brought about great changes in the oil industry. It is not surprising to find that many problems arose which could not be settled immediately, such as the need which developed for universally acceptable scales of anti-knock value and for satisfactory apparatus and instrumentation for the measurement of detonation. Both of these needs have now been filled to a degree which permits a description of the anti-knock properties of a fuel understandable alike by the oil refiner and the automotive engineer.

In recent years oil refiners and automobile manufacturers have found that their problems are inseparably interlocked and have shown an ever-increasing willingness to co-operate in their solution. The universal distribution of standardized anti-knock fuel and its enthusiastic reception by the public, together with the insistent demands for additional performance, assures a continuance of efforts to develop the maximum power per unit volume and weight of engine.

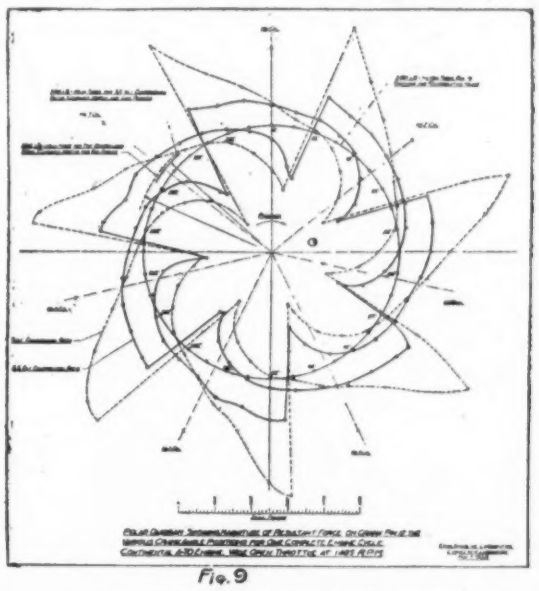


Fig. 9

Bearing Pressure on Crank Pin End of Master Rod of a Continental A-70 Engine at Compression Ratios of 5.5 and 7.0, at a speed of 1485 R.P.M.

CLASSIFIED ADVERTISEMENTS IN THE AUTOMOTIVE DAILY NEWS BRING RESULTS

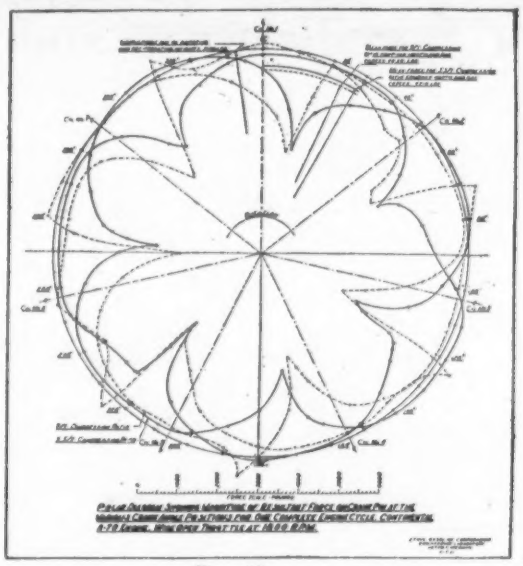


Fig. 10

Bearing Pressure on Crank Pin End of Master Rod of a Continental A-70 Engine at Compression Ratios of 5.5 and 7.0, at a speed of 1900 R.P.M.

NEW PRODUCTS DAY FOR MASS. MANUFACTURERS

Springfield, Mass., May 3.—Manufacturing firms in Springfield and western Massachusetts will be among those represented at "Research Day" and "New Products Day," which are being conducted today and tomorrow by the New England Council, through its industrial committee in Boston.

New England business men and manufacturers are viewing newly developed products of New England plants as well as the industrial research laboratories of the Massachusetts Institute of Technology. James W. Hook is chairman of the council industrial committee and president of the Geometric Tool Company, New Haven.

An open forum for the discussion of the development, testing and marketing of new products will be the feature of New Products Day, Wednesday. This part of the conference will be held at Hotel Copley-Plaza, where displays of new products, promotional material and market aids will be on exhibition.

WILLARD BATTERY DEALERS HOLD MEETING AT ATLANTA

Atlanta, Ga., May 3.—Approximately twenty distributors of Willard batteries from Georgia, Alabama, Arkansas, Florida, Kentucky, Louisiana, Mississippi, North Carolina, South Carolina, Tennessee and Virginia were guests of the Willard Storage Battery Company at the Henry Grady Hotel in Atlanta recently, at which time the new sales and advertising plans for 1932 were presented by Willard officials from Cleveland.

Major Specifications and Mechanical Details of 1932 Commercial Cars

LEADING MAKES NATIONALLY DISTRIBUTED

(Continued from Page 9)

Make and Model	Capacity—Tons or Lbs.	Chassis Price	Engine	Valve Arr'g'm't	No. of Cyls.	Bore and Stroke	Piston Disp.	Tax H. P.	Max. Brake H. P. and Peak R. P. M.	Type Camshaft Drive	Radiator Make	Clutch Make	Universals Make	Steering Gear Make	Carburetor Make	Fuel Feed Type	Make Electr'l System	Transmission	No. Spds. For.	Rear Axle Make	Type Final Drive	Final Gear Reduction	Type Service Brakes	Area Service Brake Lining	Standard Wheel Base	Chassis Wgt.	Standard Tire Sizes Front	Rear
White 630 A	*22000	5000	Own	H	6	4 x5¼	396.0	38.4	100@2100	C	Own	Own	Spic	Ross	Zen	P	DR	Own	4	Own	Sp	41.4	L4IHV	553	168	8500	20x9.00B	20x9.00DB
White 641	*24000	6450	Own	H	6	4⅜x5¾	519.0	45.9	108@1800	C	Own	Own	Spic	Ross	Zen	P	L-N	Own	4	Own	2R	46.9	O4IA	585	180	9700	20x9.75B	20x9.75DB
*White 630 SW200	*24000	6280	Own	H	6	4 x5¼	396.0	38.4	82@1800	C	Own	Own	Spic	Ross	Zen	P	DR	Own	4	Tim	Wo	44.2	OTIHV	514	193	10000	20x8.25B	20x8.25DB
White 631	*24000	5750	Own	H	6	4 x5¼	396.0	38.4	82@1800	C	Own	Own	Spic	Ross	Zen	P	DR	Own	4	Own	2R	56.9	O4IHV	585	168	9000	20x9.25B	20x9.25DB
*White 642 SW310	*34000	8045	Own	H	6	4⅜x5¾	519.0	45.9	108@1800	C	Own	Own	Spic	Ross	Zen	P	L-N	Own	4	Tim	Wo	55.6	OTIA	588	198	12670	20x9.00B	20x9.00DB
White 58 SS	*30000	5300	Own	L	4	4¼x5¾	326.0	28.9	54@1600	G	Own	Own	Spic	Ross	Zen	P	L-N	Own	4	Own	Wo	77.6	OPXM	224	196	9300	24x10.50B	24x10.50DB
White 643	*32000	6950	Own	H	6	4⅜x5¾	519.0	45.9	108@1800	C	Own	Own	Spic	Ross	Zen	P	L-N	Own	4	Own	2R	66.5	O4IA	623	180	10900	24x10.50B	24x10.50DB
White 642	*28000	6750	Own	H	6	4⅜x5¾	519.0	45.9	108@1800	C	Own	Own	Spic	Ross	Zen	P	L-N	Own	4	Own	2R	66.5	O4IA	623	180	10600	24x9.75B	24x9.75DB
*White 643 SW410	*40000	8570	Own	H	6	4⅜x5¾	519.0	45.9	108@1800	C	Own	Own	Spic	Ross	Zen	P	L-N	Own	4	Tim	Wo	69.1	OTIA	588	198	14400	40x8	40x8D
Willys-Overland 6-C-113	½	415	Own	L	6	3¼x3⅞	193.0	25.3	65@3400	C	Fed	Own	Spic	Own	Til	P	Aut	Own	3	Own	Sp	12.4	B4IM	143	113	1923	20x5.50	32x6
Willys-Overland 6-C-131	1½	595	Own	L	6	3¼x3⅞	193.0	25.3	65@3400	C	Fed	Own	Spic	Own	Til	P	Aut	W-G	4	Cla	Sp	40.8	B4IM	235	131	2625	20x5.50	32x6
WillysOverland 6-C-157	1½	635	Own	L	6	3¼x3⅞	193.0	25.3	65@3400	C	Fed	Own	Spic	Own	Til	P	Aut	W-G	4	Cla	Sp	40.8	B4IM	235	157	2900	19x5.00	19.x5.00

GENERAL NOTATIONS

*†REFERENCE MARKS apply to individual lines only and explanations are given under the subdivision for each company in the "SPECIAL NOTATIONS."

CAPACITIES given in this table are in tons or fractions of tons. *Shows maximum allowable gross weight in pounds.

ENGINE—Bud, Buda; Con, Continental; Her, Hercules; Lyc, Lycoming; Pont, Pontiac; Wak, Waukesha; Wis, Wisconsin; Hall, American Car & Foundry; Ster, Sterling Engine Co.

VALVE ARRANGEMENT—L, 'L" head; H, in head; O, overhead; S, sleeve.

TYPE OF CAMSHAFT DRIVE—G, gear; C, chain.

RADIATOR MAKE—G&O, G & O Mfg. Co.; Per, Perfex Corp.; Long, Long Mfg. Co.; Har, Harrison Radiator Corp.; Fed, Fedders Mfg. Co.; McC, McCord Radiator & Mfg. Co.; Mod, Modine Mfg. Co.; Hex, Hexcel Radiator Co. Yo-Young.

CLUTCH MAKE—Jon, Jones Clutch & Gear Co.; Ful, Fuller & Sons Mfg. Co.; Borg, Borg & Beck Co.; Br-L, Brown Lipe Gear Co.; Rock, Rockford Drill & Machine Co.; Cov, Covert Gear Co.; Long, Long Mfg. Co.; Detr, Detroit Gear & Machine Co.; Mer, Merchant & Evans; Hel, Merchants & Evans.

UNIVERSALS MAKE — Spic, Spicer Mfg. Co.; Blo, Blood Bros. Machine Co.; Sup, Superior Universal Products; Un, Universal Products Co.; Cle, Cleveland Steel Products Corp.; Pet, Peters; Opt, Optional; Mec, Mechanics Machine Co.

STEERING GEAR MAKE—Ross, Ross Gear & Tool Co.; Han, Hannum Mfg. Co.; Sag, Saginaw Steering Gear Co.; Gem, Gemmer Mfg. Co.; Col, Columbus Gear & Pump Co.; W-G, Warner Gear Corp.

CARBURETOR—Car, Carter; Mar, Marvel; Sch, Wheeler-Schebler; Str, Stromberg; DL, Detoit Lubricator; Til, Tillotsen; Zen, Zenith-Detroit.

FUEL FEED—Gra, gravity; Vac, vacuum tank, P, fuel pump.

ELECTRICAL SYSTEM — AB, American-Bosch; Aut, Electric Auto-Lite; Eis, Eisemann; L-N, Leece-Neville; NE, North East; RB, Robert Bosch; DR, Delco-Remy.

TRANSMISSION—Br-L, Brown-Lipe; Cov, Covert; Ful, Fuller; Mec, Mechanics Machine; Mun, Muncie; W-G, Warner Gear; Cot, Cotta Gear Co.; Cla, Clark Equipment Co.

REAR AXLE—Cla, Clark Equipment; Col, Columbia; Eat, Eaton; Pont, Pontiac; Sal, Salisbury; Tim, Timken; Wis, Wisconsin.

FINAL DRIVE—IG, internal gear; St, straight bevel; Sp, spiral bevel; Wo, worm; 2R, double reduction; Ch, chain; S-T, semi-transverse.

TYPE OF SERVICE BRAKES—

B4IM, Bendix, 4 wheel, internal mechanical; B4MV, Bendix, 4 wheel, mechanical, vacuum; B6IA, Bendix, 6 wheel, internal, air; B4IMV, Bendix, 4 wheel, internal, mechanical, vacuum; BO4IMV, Bendix, own, 4 wheel, internal, mechanical, vacuum; BrIA, Bendix, operating on 4 rear wheels, internal air; BW4IM, Bendix front, Wisconsin rear, 4 wheel, internal, mechanical; BE4IM, Bendix front, Eaton rear, 4 wheel, internal, mechanical; B4IH, Bendix, 4 wheel, internal, hydraulic.

CB4IM, Columbia, Bendix, 4 wheel, internal, mechanical; C4IM, Columbia, 4 wheel, internal, mechanical; K2IM, Clark, 2 wheel, internal, mechanical; CR4IA, Christensen-Relay, 4 wheel internal, air.

L4IHVA, Lockheed, 4 wheel, internal, hydraulic, vacuum, air; LO4ID, Lockheed, own, 4 wheel, internal, drive shaft; LO4IV, Lockheed, own, 4 wheel, internal, vacuum; LT4DV, Lockheed, Timken, 4 wheel, drive shaft, vacuum; L4IH, Lockheed, 4 wheel, internal, hydraulic; L4IHA, Lockheed, 4 wheel, internal, hydraulic, air; L4IHV, Lockheed, 4 wheel, internal, hydraulic, vacuum; LT4IHV, Lockheed, Timken, 4 wheel, internal, hydraulic, vacuum; LT4IVA, Lockheed, Timken, 4 wheel, internal, vacuum, air; L6IHV, Lockheed, 6 wheel, internal, hydraulic, vacuum; L6IH, Lockheed, 6 wheel, internal, hydraulic.

O2IM, Own, 2 wheel, internal, mechanical; O2IV, Own, 2 wheel, internal, vacuum; O4IA, Own, 4 wheel, internal, air; O4IH, Own, 4 wheel, internal, hydraulic; O4IHV, Own, 4 wheel internal, hydraulic, vacuum; O4IM, Own, 4 wheel, internal, mechanical; O4IV, Own, 4 wheel, internal, vacuum; O4M, Own, 4 wheel, mechanical; O2XM, Own, 2 wheel, external, mechanical; O4XM, Own, 4 wheel external, mechanical; O6IA, Own, 6 wheel, internal, air; OJXM, Own, jack shaft, external, mechanical; OL4IHV, Own, Lockheed, 4 wheel, internal, hydraulic, vacuum; OPX, Own, propeller shaft, external, mechanical; OPXM, Own, propeller shaft, external, mechanical; OPM, Own, propeller shaft, mechanical; ORIV, Own, rear wheels, internal, vacuum; OTIHV, Own, Timken, internal, hydraulic, vacuum.

S4IM, Steeldraulic, 4 wheel, internal, mechanical.

T4rIA, Timken, operating on 4 rear wheels, internal, air; T4IA, Timken, 4 wheel, internal, air; T6IA, Timken, 6 wheel, internal, air; T2IMV, Timken, 2 wheel, internal, mechanical, vacuum.

W4I, Westinghouse, 4 wheel, internal; W4IA, Westinghouse, 4 wheel, internal, air; W6IA, Westinghouse, 6 wheel, internal, air; 4IA, 4 wheel, internal, air; 4IH, 4 wheel, internal, hydraulic; 4M, 4 wheel, mechanical.

-T, Tru-stop. *Models on which Tru-stop is optional.

WHEEL BASES given are standard, but optional wheel bases are available in many cases.

*CHASSIS WEIGHT according to Automotive Daily News formula, which is the chassis with gas, oil, water and spare tire, but without cab or other equipment.

TIRES—B, balloon; D, dual; S, solid; P, pneumatic.

SPECIAL NOTATIONS

AUTOCAR

†Engines in these models are located under the driver's seat.

*Six-wheeler.

Model R also available on 171 and 189 inches wheel base.

BROCKWAY

*Models equipped with twin ignition.

CHEVROLET

Utility model availale on 131-inch wheel base with chassis weight of 2,760 pounds and equipped with dual rear wheels.

DIAMOND T

*Six-wheelers.

Additional standard wheel bases available as follows:—

551	158	750	167, 192
504	166½	801	180½, 199¼
506	174	1200	174½, 180
603	157, 179	1600	174½, 190
606	177½	1601	184

DODGE

*Models F40, F41, F61 and F62 can be had with double drop frame.

FEDERAL

*Six-wheelers.

*Also rated in pounds of total allowable weight as follows:

D 3	8500	T 10 W	18,000
E 3	8,500	T 10 D R	18,000
F 7	10,000	U 6	21,000
F 8	11,500	U 6 D R	21,000
A 6	13,500	A 6 S W	16,500
A 6 T	15,000	C 7	24,000
A 6 T W	15,000	C 7 W	24,000
T 3 W	14,000	C 8	24,000
T 8 W F	15,000	C 8 W	24,000
D 2 S W	12,500	X 8	30,000
E 2 S W	12,500	X 8 D R	30,000
D 2 D	12,500	X 8 R	30,000
2 E D	12,500	X 8 R D R	30,000
T 10 B	18,000		

†Both the four and six cylinder are also offered in 157-inch wheel ase at $1,145 and $1,345, respectively.

GENERAL MOTORS TRUCK

*Capacity indicated is the Shraight Rating (combined weight of chassis body, equipment and pay load) for which each chassis is designed and guaranteed to satisfactorily operate under average conditions. The size of the tires used does not affect this Straight Rating, but to secure maximum tire mileage it is suggested that the total gross weight be limited to a "recommended gross weight" for each tire equipment based on tire capacity. Prices cover base chassis and vary with wheel base and tire combinations. The number of wheel base lengths, tire types, range of "recommended gross weights" and resulting pay load range (assuming nominal body allowance) for each model follows:—

Note: Models T-15 to T-61, inclusive, are available for export only as coach chassis.

Model	Wheel Bases	Tire Types	Range of "Rec." Gross Weights	Pay Load Range
T-11	1	1	3800	½
T-15	3	10	4500- 6500	½-1½
T-18	..	..	7500- 8200	1½-2
T-19	3	..	7500-10000	1½-2½
T-25	3	17	6800- 9000	1½-2
T-26	4	..	8500-11000	2-3
T-30	3	15	10000-12500	2-3
T-31	4	..	11000-14000	2½-4
T-42	4	12	12000-15000	2½-4
T-44	4	12	12000-16000	3-4½
T-45	4	..	13500-16000	3-4½
T-51	4	..	16500-19000	4-5½
T-60	4	18	18500-22000	5-6½
T-61	4	..	19500-22000	5-6½
T-82	4	12	19000-24000	5-7
T-83	4	..	20000-24000	5-7
T-85	3	..	25000-30000	6-8
T-90	3	7	22000-28000	5-7½
T-95	3	..	30000-40000	7-11

Optional rear axle gear ratios available for all models, except Model T-18. Double reduction axles available for Models T-45, T-51, T-60, T-61, T-82, T-83 and T-95.

GRAMM

Series	Straight Rating	Wheel Base		Pay Load Range
AX 4	8,000	157	1	to 1½ tons
AX 6	8,000	157	1	to 1½ tons
BX 4	10,000	157	1½	to 2 tons
BX 6	10,000	157	1½	to 2 tons
CX 4	12,000	157-180	2	to 3 tons
CX 6	12,000	157-180	2	to 3 tons
B	12,000	157-174	1¾	to 2½ tons
C	14,000	145-196	2	to 3 tons
D	17,000	145-196	2½	to 4 tons
E	20,000	145-224	3	to 4½ tons
EY	.....	.....	3	to 4 tons
G	24,000	165-235	4	to 6 tons
G 8	24,000	165-235	4	to 6 tons
GY	.....	.....	4	to 5 tons
GW	28,000	157-240	5	to 7½ tons
HY	.....	.....	5	to 6½ tons

†Both the four and six-cylinder are also offered in 157-inch wheel base at $1,145 and $1,345, respectively.

INDIANA

*Six-wheelers.

INTERNATIONAL

*Stromberg carburetor optional.

MACK

Other wheel bases furnished on all truck models.

On 6-wheel jobs 4 rear wheels driven by chains, foot brake on 4 rear wheels.

††Made also in tractor models.

PIERCE-ARROW

*Optional final drive on Models PW, PX, PY and PZ.

REO

Models DF, FA, FE and FF are available with dual wheels at additional cost.

*Model DF X can be had with 3 speed transmission and single tires for $895.

STEWART

Models 30 and 30X can also be supplied in 120, 140 and 160-inch wheel base.

Models 40XA can also be supplied in 134, 145, 160 and 176-inch wheel base.

Model 29XS can be supplied in 135, 160, 176 and 190-inch wheel base.

*Models 18X and 32X can be supplied in 148, 190 and 220-inch wheel base.

*Models 19X, 31X and 27XS can be supplied in 148, 172, 190, 220 and 235-inch wheel base.

As optional equipment Models 18X, 19X, 31X and 27XS can be supplied with Timken dual reducution rear axle.

Models 38-8, 38-6, 48-8 and 58-8 can be supplied in 160, 170, 180, 196, 226 and 241-inch wheel base and worm axle.

WHITE

*Six-wheelers.

300 TRUCKERS AT W. M. F. A. MEETING; ELECT NEW OFFICERS

Seattle, Wash., May 3.—With an estimated 300 motor truck operators and employees in attendance, the tenth annual convention of the Washington Motor Freight Association was held at Tacoma this week.

Sessions were held for three days, with various business and legislative topics discussed. At the closing event, a banquet, Scott Henderson was the principal speaker, while A. J. Ritchie was toastmaster. Talks were made during the sessions by representatives of the state highway, the department of public works, lawyers, insurance men and operators.

Joe G. Ryan, who had served as president ever since the organization of the association, resigned, due to his engaging in other work. Stanley Northcutt of Tacoma was elected president. Northcutt is secretary-treasurer of the Mountain Road Motor Freight Company, operating from Tacoma to Morton.

Other officers and trustees were elected as follows: First vice-president, Asal Strain, Seattle, president of Strain Auto Freight; second vice-president, Grover Ealey, Spokane, president of Inland Motor Freight and Old Oregon Trail Freighting Company; third vice-president, C. E. Lund, Lynden, manager of Lynden-Bellingham Auto Freight; trustees, George Eastes, Seattle, Lee & Eastes Auto Freight and Forbes Auto Freight; A. E. Byrum, Seattle, Consolidated Freight Lines; Sievert Stenesen, Redmond, S & S Auto Freight and Mahoney Auto Freight; L. L. Lamb, Tacoma, Pacific Highway Transport; J. C. Pratt, Tacoma, Interurban Auto Freight; Daniel L. Walker, Hoquiam, Aberdeen-Moclips Motor Freight, and R. H. Culbertson. Pacific Highway Transport, Tacoma.

The trustees will appoint the secretary-treasurer and the manager.

Meeting place for next year was not selected, but invitations were acknowledged from Aberdeen and Spokane.

A meeting of the Oregon-Washington Freight Bureau, including all interstate operators, was held the opening day of the convention. Edgar A. Beard of Portland presided. About 85 were present, this including representatives from participating carriers.

J. L. Bracklin of Seattle spoke in favor of Federal regulation of interstate motor truck operations, along similar lines as Washington now handles intrastate operations. Roy Kelsey of the Oregon Motor Freight Association spoke on the proposal in Oregon to adopt regulatory law similar to that in force so successfully the past few years in Washington. Now Oregon requires only a permit for any one to operate. In Washington there is a hearing and there must be a showing of "public necessity and convenience," before a certificate is granted for common carrier motor freight operation.

ATLANTIC GREYHOUND CO. ADDS BUS EQUIPMENT

Pontiac, Mich., May 3.—Seven type V parlor coaches with 616 engines have been shipped from the General Motors Truck Company to the Atlantic Greyhound Company for use between Pittsburgh and Winston-Salem. Each is of 29-passenger size, powered with a 154-horsepower motor.

A driveaway of six coaches was made Friday for the Washington Railway & Electric Company of Washington, D. C. J. A. Kaiser, purchasing agent; R. D. Voshall, superintendent of maintenance, and C. W. Witherow, superintendent of bus maintenance, were included in a group of men from the Washington company, who participated in the factory driveaway. Three of the coaches were of 29 passenger size and three of 21 passenger size.

The six coaches will add to the 107 Yellow coaches the company now operates in Washington. Out of 249 coaches operated by various companies in the nation's capital, 191 are Yellow coaches.

GEORGIA P. S. C. ENJOINED IN MOTOR FREIGHT CASE

Atlanta, Ga., May 3 (UTPS).—The Georgia State Public Service Commission may not fix the route over which a freight motor carrier must operate, according to a decision just handed down by Judge Virlyn B. Moore of the Fulton Superior Court in Atlanta.

Judge Moore has made permanent an injunction secured by the Montgomery and Atlanta Motor Lines against the Georgia Public Service Commission, ruling that to compel a motor carrier to accept another route when it had complied with the rules and regulations of the commission was unreasonable and deprived the carrier of its constitutional rights. The Montgomery and Atlanta Motor Lines contended that the commission had no right to set a route over which it might travel, if it complied with the restructions and regulations of the commission and its contention was upheld.

INTERSTATE BUSES CORP. ADDS 3 A. C. F. UNITS

Springfield, Mass., May 3.—Three new thirty-three-passenger A. C. F. buses, purchased by the Interstate Buses Corporation for a new run from Providence, R. I., to Schenectady, N. Y., via Springfield, Pittsfield and Albany, arrived here on an inspection tour before being put into service Sunday. They will be used to expand present service and will not replace buses on existing runs. With the new equipment the company will operate three additional express runs a day between Springfield and Providence and two additional express runs between Providence and Albany, via this city. Up to this time passengers from Springfield to Albany have connected with another bus at Pittsfield.

FOUR BUS LINES USING NEW CAMDEN TERMINAL

Camden, N. J., May 3.—Service out of the new bus terminal at Sixth and Cooper Streets now is in full operation. Among lines using the facilities are the Quaker City to New York, the Reading lines to seashore points, the Wood lines to South Jersey points and the Short line with nation wide connections. Negotiations are under way for additional companies to use the Camden terminal.

CLASSIFIED ADVERTISEMENTS IN THE AUTOMOTIVE DAILY NEWS BRING RESULTS

FINANCIAL NEWS

MULLINS MFG. CORP.

New York, May 3.—Mullins Manufacturing Corporation reports for the quarter ended March 31: Net profit after depreciation and other charges, $16,623, equal to 57 cents a share on 28,775 $7 preferred shares, against $29,701, or $1.03 a preferred share, last year.

A. O. SMITH CORP.

New York, May 3.—A. O. Smith Corporation reports for the six months ended January 31: Net loss after depreciation, interest and other charges, $2,872,827, against net profit after Federal taxes of $2,866,621, equal, after 7 per cent. preferred dividends, to $5.64 a share on 500,000 no-par common shares, in six months ended January 31, 1931.

BORG-WARNER

New York, May 3.—Borg-Warner reports for the March quarter consolidated income as follows: Operating profit, $600,065; other income, $99,698; total income, $699,763. After deduction of depreciation, interest, Federal tax and minority interest, net income amounted to $170,220; preferred dividends of constituent companies were $2,498, and of Borg-Warner dividends were $61,030. Surplus amounted to $106,692.

UNION CARBIDE

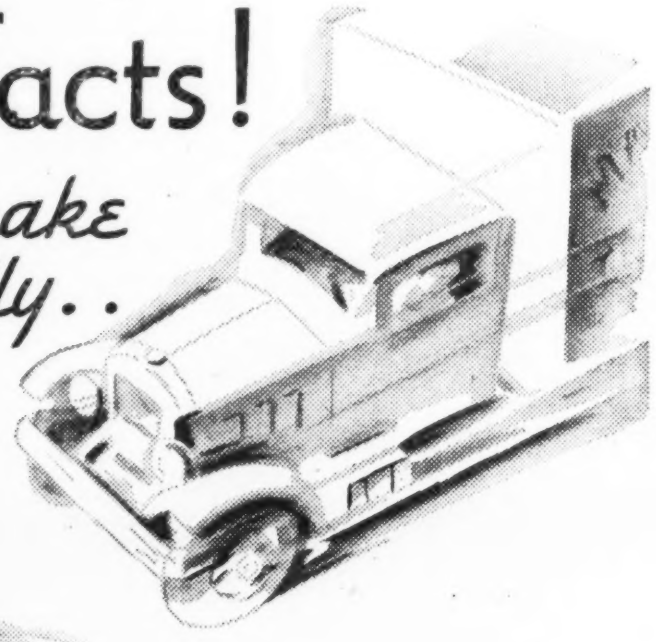
New York, May 3.—Union Carbide and Carbon Corporation and subsidiaries report for the quarter ended March 31: Net income after taxes, depreciation, interest, preferred dividends of subsidiaries and other charges, $1,981,439, equivalent to 22 cents a share on 9,000,743 no-par shares of stock, against $4,613,670, or 51 cents a share, last year.

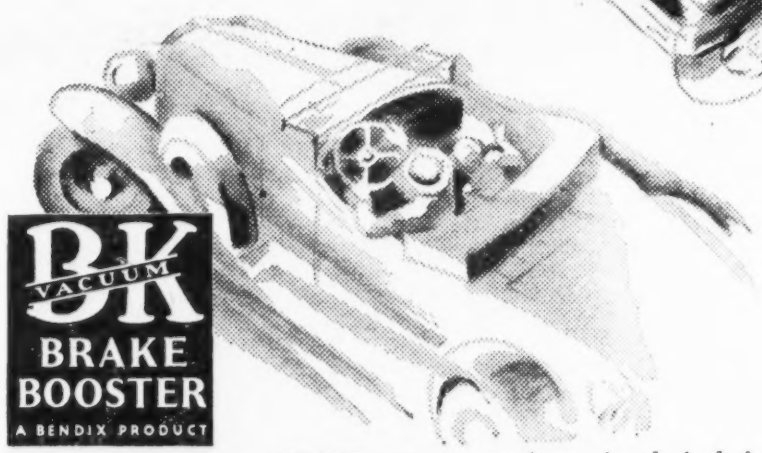
SPECIAL PERMIT NEEDED TO SHIP CARS TO AUSTRIA

Washington, May 3.—Special permits will hereafter be needed in Austria for the importation of automobiles, chassis, motors and tires. The government decree to this effect went into force on April 30, according to a radiogram just received in the Department of Commerce from Commerical Attache Gardner Richardson of Vienna. A number of other commodities were included in the decree. The restrictions also apply to stocks in bonded warehouses, but shipments en route will be admissible for a period of grace extending for eight days.

Face the facts!

..settle the brake problem finally.. economically





B-K VACUUM BRAKE BOOSTER
A BENDIX PRODUCT

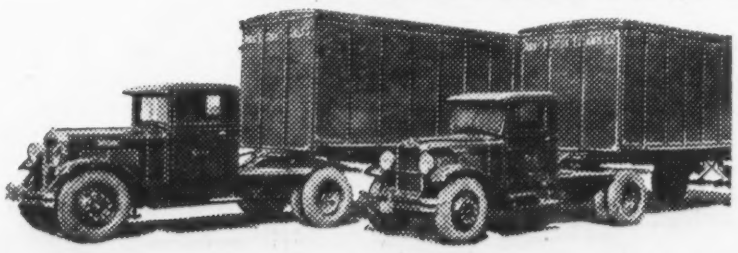
STATE governments have already had their say—against brakeless hauling equipment; and insurance companies have added theirs. Fleet owners with *brakeless* equipment are really "on the spot"—and now is the time to face the facts. We can help. B-K Vacuum Power Brakes will settle your brake question once and for all. And you can afford it! B-K equipment satisfies all legal requirements; but more important, it reduces operating and maintenance costs; in short, makes you more money.

That's talking turkey, and covering a lot of territory—but it's being proven every day by thousands of owners. Reasons: low first cost, freedom from trouble, fewer accidents, more speed, safety. B-K equipment is applicable to any truck, trailer, bus, tractor, or passenger car; fits any type of braking system.

You can get B-K Power Brakes on new equipment for the asking; or you can easily and inexpensively have them installed on any of your present trucks or buses.

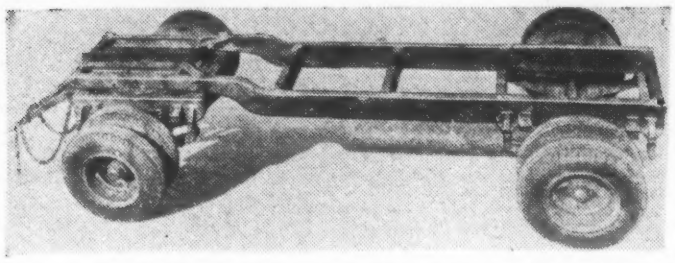
* * * * *

To modernize and legalize your present brakeless trailers, ask your B-K distributor about Timken Trailer Axles—available for all types and sizes of trailers. Or write us—



BRAGG-KLIESRATH CORPORATION
South Bend, Indiana
In Canada: ECLIPSE MACHINE CO., Ltd.
Walkerville, Ont.
(SUBSIDIARIES OF BENDIX AVIATION CORPORATION)

Improved Trailer Line



The Fruehauf Trailer Company produced many improvements in its line during the past year.

One of the major improvements worked out during 1931 and now supplied as standard is the new Fruehauf Floating Fifth Wheel. With this new type of fifth wheel the semi-trailer actually floats on rubber. The usual steel draft springs have been replaced with molded blocks of live rubber, which not only cushion the shocks of starting and stopping the vehicle, but carry the weight of the front end of the trailer and take the side thrust as well in turning corners. The rubber is molded around a steel core fastened to the pivot pin, which carries and gives the rocking action to the coupler. Considerable weight is saved and many working parts are eliminated.

The manual type coupler was further improved by a simplification of the coupling and locking mechanism. The coupling action is now automatic and the locking is positive. A conveniently located handle on the front of the coupler is pulled to uncouple the tractor-truck and when the trailer is uncoupled it is left all set and ready for automatic coupling again. There is nothing about the coupler to get out of order and considerable non-payload weight is saved.

Another important advancement is the introduction of a new line of narrow pressed steel frame 4-wheel trailers. Those new trailers have a drop in the frame to allow for clearance of the rear wheels of the tractor-truck and by lowering the rear portion of the frame the built up sub-frame for the rear wheels has been eliminated. This not only saves a lot of weight, but also lowers the center of gravity of the unit. In order to give greater maneuverability, the frame forward of the drop has an insweep which permits a greater cramping of the front wheels and materially decreases the turning radius.

An entirely new model semi-trailer has also been introduced which provides haulers with a semi-trailer of light type yet with an unusually large capacity, nine tons gross. This new type is built in two models—Manual B-272 and Automatic B-372. Two outriggers at the front end replace the regular wood body sills and keep the platform height down to the minimum. The rear axle is provided with auxiliary springs to give resilient spring action proprtionate to the load carried. They have pressed frames with a small drop just back of the tractor-truck wheels and with side members 10 inches deep back of the drop. They are available in various lengths.

VARIABLE SPEED REDUCTION UNIT

The Lenney Machine and Manufacturing Company, Warren, O., is offering a new variable speed transmission and reduction unit combined, which has a speed range from 15 to 150 r. p. m., with the motor turning over a constant 1,750 r. p. m.

Forward, neutral and reverse can be had instantly by a shift lever while the motor is in operation. Speed is controlled by a handwheel placed on the box, and the speed may be changed while the unit is in motion. No gears, screws, worms or belts are used in the unit, the motor being coupled direct. The maker claims greater quietness from this design. Speed ratios other than those listed may be had on order.

NEW KENTUCKY TRUCK LAW EFFECTIVE JUNE 18

Louisville, Ky., May 3.—Cliff Claypool, director of motor transportation, or bus commissioner of Kentucky, has announced that because of the new state laws, enacted by the 1932 session of the General Assembly, which become effective June 18, and under which regulation of motor buses and trucks is placed under the state Tax Commission, bus and truck permits that have been issued by the Department of Motor Transportation must be renewed by the state Tax Commission, Motor Transport division.

Operators of both buses and trucks, under the new law, will be forced to keep records of daily mileage traveled, and pay taxes on such mileage.

REO MOTOR SHIPMENTS

Detroit, May 3.—Reo Motor Car Company shipped 1,204 cars and trucks in April, increase of 28 per cent. over April, 1931.

CURRENT PRICES OF PASSENGER CAR MODELS

AUBURN—8-cyl. 127 W. B.
8-100 Standard Models

Business Coupe	945	5 Phaeton Sedan	1,195
5 2-dr. Brougham	995	Speedster	1,195
4 Full Sedan	1,045	7 Sedan (136	
Cus. Type Cabri.	1,095	W. B.)	1,245

AUBURN—8-cyl. 127 W. B.
Custom 8-100 Dual Ratio Models

Business Coupe	1,145	5 Phaeton Sedan	1,395
5 2-dr. Brough.	1,195	Speedster	1,395
4 Full Sedan	1,245	7 Sedan (136	
Cus. Type Cabri.	1,295	W. B.)	1,445

AUBURN—12-cyl. 133 W. B.
12-160 Standard Models

Business Coupe	1,445	Cus. Type Cabri.	1,595
5 2-dr. Brough.	1,495	5 Phaeton Sedan	1,695
4 Full Sedan	1,545	Speedster	1,695

AUBURN—12-cyl. 133 W. B.
Custom 12-160 Dual Ratio Models

Business Coupe	1,645	Cus. Type Cabri.	1,795
5 2-dr. Brough.	1,695	5 Phaeton Sedan	1,895
4 Full Sedan	1,745	Speedster	1,895

AUSTIN—4-cyl. 75 W. B.

Business Coupe	330	Runabout	395
4 Sedan	395	De Luxe Coupe	525
Standard Coupe	395	2 Cabriolet	550

BUICK—8-cyl. 114 W. B.
Models 32-50

2 Business Coupe	935	4 Con. Cp. Rdst.	1,080
5 Sedan	995	5 Spec. Sedan	1,080
4 Spec. Coupe	1,040	5 Con. Phaeton	1,090
5 Vic. Coupe	1,060	5 Spt. Phaeton	1,155

BUICK—8-cyl. 118 W. B.
Models 32-60

2 Bus. Coupe	1,250	5 Sedan	1,310
4 Spec. Coupe	1,290	5 Con. Phaeton	1,310
4 Con. Cp. Rdst.	1,310	5 Spt. Phaeton	1,390

BUICK—8-cyl. 126 W. B.
Models 32-80

5 Vic. Trav. Cp.	1,540	5 Sedan	1,570

BUICK—8-cyl. 134 W. B.
Models 32-90

7 Spt. Phaeton	1,675	5 Club Sedan	1,820
4 C'try Club Cp.	1,740	5 Con. Phaeton	1,830
5 Vic. Coupe	1,785	7 Sedan	1,955
4 Con. Cp. Rdst.	1,805	7 Limousine	2,055
5 Sedan	1,805		

CADILLAC—V-8. Series 355 B. 134 W. B.
Fisher Bodies

2 Coupe	2,795	2 Roadster	2,895
5 Stan. Sedan	2,895	2 Con. Coupe	2,945

CADILLAC—V-8. Series 355 B. 140 W. B.
Fisher Bodies

5 Coupe	2,995	7 Sedan	3,145
5 Stan. Phaeton	2,995	5 Spt. Phaeton	3,245
5 Spec. Sedan	3,045	7 Imperial	3,295
5 Town Sedan	3,095	5 A. W. Phaeton	3,495
5 Spec. Phaeton	3,095		

CADILLAC—V-8. Series 355 B. 140 W. B.
Fleetwood Bodies.

5 Sedan	3,395	5 Town Cabriol.	4,095
5 Town Coupe	3,395	7 Town Cabriol.	4,245
7 Sedan	3,545	7 Lim. Brough.	4,245
7 Limousine	3,745		

CADILLAC—V-12. Series 370 B. 134 W. B.
Fisher Bodies

2 Coupe	3,495	2 Roadster	3,595
5 Stan. Sedan	3,595	2 Con. Coupe	3,645

CADILLAC—V-12. Series 370 B. 140 W. B.
Fisher Bodies

5 Coupe	3,695	7 Sedan	3,845
5 Stan. Phaeton	3,695	5 Spt. Phaeton	3,945
5 Spec. Sedan	3,745	7 Imperial	3,995
5 Town Sedan	3,795	5 A. W. Phaeton	4,195
5 Spec. Phaeton	3,795		

CADILLAC—V-12. Series 370 B. 140 W. B.
Fleetwood Bodies

5 Sedan	4,095	5 Town Cabriol.	4,795
5 Town Coupe	4,095	7 Town Cabriol.	4,945
7 Sedan	4,245	7 Lim. Brough.	4,945
7 Limousine	4,445		

CADILLAC—V-16. Series 452 B. 143 W. B.
Fisher Bodies

2 Coupe	4,495	2 Roadster	4,595
5 Stan. Sedan	4,595	2 Con. Coupe	4,645

CADILLAC—V-16. Series 452 B. 149 W. B.
Fisher Bodies

5 Stan. Phaeton	4,695	5 Spt. Phaeton	4,945
5 Spec. Phaeton	4,795	5 A. W. Phaeton	5,195

CADILLAC—V-16. Series 452 B. 149 W. B.
Fleetwood Bodies.

5 Sedan	5,095	5 Town Cabriol.	5,795
5 Town Coupe	5,095	7 Town Cabriol.	5,945
7 Sedan	5,245	7 Lim. Brough.	5,945
7 Limousine	5,445		

CHEVROLET—6-cyl. 109 W. B.

Roadster	445	De Luxe Coach	515
Sport Roadster	485	Sport Coupe	535
Standard Coupe	490	5 Coupe	525
Coupe (5 win.)	490	Sedan	590
Phaeton	495	Cabriolet	595
Coach	495	Special Sedan	615
De Luxe Coupe	510	Landau Phaeton	625

CHRYSLER—6-cyl. 116 W. B.

2 Bus. Coupe (5 wire or wood wheels)	865	5 Sedan, 5 wire or wood wheels	895
2-4 Roadster (R.S.) 5 wire or wood wheels	835	5 Phaeton (5 wire wheels	915
2-4 Coupe (R.S.) 5 wire or wood wheels	885	2-4 Con. Coupe, R.S., 5 wire or wood wheels	935
		5 Con. Sedan, 6 wire or wood wheels	1,125

CHRYSLER—8-cyl. 125 W. B.

2-4 Coupe, (R. S.) 5 wire or wood wheels	1,435	2-4 Con. Coupe, (R.S.), 5 wire or wood wheels	1,495
5 Coupe, 5 wire or wood wheels	1,475	5 Con. Sedan, 6 wire or wood wheels	1,695
5 Sedan, 5 wire or wood wheels	1,475		

CHRYSLER IMPERIAL—8-cyl. 135 W. B.

2-4 Coupe, (R. S.) 5 wire or wood wheels	1,925	5 Con. Sedan 6 wire or wood wheels	2,195
5 Sedan, 5 wire or wood wheels	1,945		

CHRYSLER IMPERIAL—8-cyl. 146 W. B.
Custom Models

5 Cl. Cpld. Sedan 6 wire or wood wheels	2,895	7 Sedan Limousine, 6 wire or wood wheels	3,295
7 Sedan, 6 wire or wood wheels	2,995	5 Phaeton, 6 wire or wood wheels	3,395
2-4 Con. Coupe, Roadster, 6 wire or wood wheels	3,295	5 Con. Sedan, 6 wire or wood wheels	3,595

CORD—8-cyl. 137½ W. B.

Sedan	2,395	Cabriolet	2,495
Brougham	2,395	Phaeton Sedan	2,595

DE SOTO—6 cyl. 113 W. B.
Standard Models

2 Buss. Roadster	675	4 Coupe (R. S.)	735
2 Buss. Coupe	695	5 Sedan	775
5 Brougham	695	5 Phaeton	

DE SOTO—6 cyl. 113 W. B.
Custom Models

4 Roadster	775	2-4 Con. Coupe	845
Cus. Coupe	790	5 Con. Sedan	975
5 Sedan	875		

DE VAUX—6-cyl. 114 W. B.

2 Coupe	725	Custom Coupe (R. S.)	845
Standard Coupe (R. S.)	775	Custom Sedan	845
Standard Sedan	775	Con. Cust. Coupe	895

DODGE—6-Cyl. 114¾ W. B.
D. L. Models

2 Business Coupe (5 wire wheels, R. M.)	795	2-4 Coupe (R.S.) (6 wood wheels, 2 F. W.)	865
2 Business Coupe (5 wood wheels, R. M.)	795	2-4 Coupe (R.S.) (6 wire wheels, 2 F. W.)	865
2 Business Coupe (5 wire wheels, 1 F. W.)	809.50	5 Sedan (6 Dem. wood wheels, 2 F. W.)	875
2 Business Coupe (5 wood wheels, 1 F. W.)	809.50	5 Sedan (6 wire wheels, 2 F. W.)	875
2-4 Coupe (R.S.) (5 wire wheels, R. M.)	825	5 Sedan (5 disc wheels, R. M.)	885
2-4 Coupe (R.S.) (5 wire wheels, R. M.)	835	2-4 Con. Coupe (5 wire wheels, R. M.)	895
2-4 Coupe (R.S.) (5 wood wheels, R. M.)	835	2-4 Con. Coupe (5 wood wheels, R. M.)	895
5 Sedan (5 Dem. wood wheels, R. M.)	845	2-4 Con. Coupe (6 wire wheels, 2 F. W.)	925
5 Sedan (5 wire wheels, R. M.)	845	2-4 Con. Coupe (6 wood wheels, 2 F. W.)	925
5 Sedan (5 wire wheels, 1 F. W.)	859.50		

DODGE—8-Cyl. 122 W. B.
D. K. Models

2-4 Coupe (R.S.) 5 wood wheels, R. M.)	1,115	2-4 Coupe (R.S.) (6 wood wheels, 2 F. W.)	1,150
2-4 Coupe (R.S.) (5 wire wheels, R. M.)	1,115	5 Sedan (6 Dem. wood wheels, 2 F. W.)	1,180
5 Sedan (5 Dem. wood wheels, R. M.)	1,145	5 Sedan (6 wire wheels, 2 F. W.)	1,180
5 Sedan (5 wire wheels, R.M.)	1,145	2-4 Con. Coupe	1,185
5 Coupe (5 wire wheels, R.M.)	1,145	5 Coupe (6 wire wheels, 2F.W.)	1,180
2-4 Coupe (R.S.) (6 wire wheels, 2 F. W.)	1,150	5 Coupe (6 wood wheels, 2F.W.)	1,180
		2-4 Con. Coupe (6 wire or wood wheels, 2F.W.)	1,220

ESSEX—6-cyl. 113 W. B.

Business Coupe	695	4 Coupe	745
Coach	705	Standard Sedan	775
Town Sedan	745	Special Coupe	795
Con Coupe		Special Sedan	845

FORD—V-8. 106½ W. B.

Roadster	460	De L. Coupe	575
Coupe	490	Fordor Sedan	590
Phaeton	495	Victoria	600
Tudor Sedan	500	Cabriolet	610
De L. Roadster	500	De L. Fordor Sedan	650
Sport Coupe	535		
De L. Phaeton	545		
De L. Tudor Sedan	550		

FORD— 4-cyl. 106½ W. B.

Roadster	410	De L. Coupe	525
Coupe	440	Fordor Sedan	540
Phaeton	445	Victoria	550
Tudor Sedan	450	Cabriolet	560
De L. Roadster	450	De L. Fordor Sedan	595
Spt. Coupe	485		
Del. Phaeton	495	Con. Sedan	600
De L. Tudor Sedan	500		

FRANKLIN—6-cyl. 132 W. B.
Supercharger Airman

Coupe	2,250	Victoria Brougm.	2,350
5 Sedan	2,250	Speedster	2,450
Con. Coupe	2,295	7 Sedan	2,450
Club Sedan	2,300	Limousine	2,600

FRANKLIN—12-cyl. 141 W. B.

5 Sedan	3,885	7 Sedan	3,985
3-5 Coupe	—	7 Limousine	4,185
4 Vic. Brough.	3,885	4 Speedster	—
3-5 Con. Coupe	—		

GRAHAM—6-cyl. 113 W. B.

Town Sedan	765	Sedan	795

GRAHAM—8-cyl. 123 W. B.
Blue Streak—Standard.

2 Coupe	1,095	4 Coupe (R. S.)	1,145
5 Sedan	1,145		

GRAHAM—8-cyl. 123 W. B.
Blue Streak—De Luxe.

2 Coupe	1,170	4 Coupe (R. S.)	1,220
5 Sedan	1,220	4 Con. Coupe	1,270

HUDSON—8-cyl. 119 W. B.
Standard Series

Business Coupe	995	Town Sedan	1,050
Coach	1,025	Stan. Sedan	1,095
4 Coupe	1,045	Special Coupe	1,115

HUDSON—8-cyl. 126 W. B.
Sterling Series

Sur Sedan	1,275	Special Sedan	1,295

HUDSON—8-cyl. 132 W. B.
Major Series

Touring Sedan	1,445	Club Sedan	1,495
Brougham	1,495	7 Sedan	1,595

HUPMOBILE—216. 6-cyl. 116 W. B.

5 Phaeton	795	Jom. Coupe	895
4 Roadster	795	5 Sedan	895
4 Con Cabriolet	895		

HUPMOBILE—222. 8-cyl. 122 W. B.

2 Coupe (RS)	1,295	5 Victoria	1,360
5 Sedan	1,295	5 Cab. Roadster	1,395

HUPMOBILE—226. 8-cyl. 126 W. B.

2 Coupe (RS)	1,595	5 Victoria	1,660
5 Sedan	1,595	2 Cabriolet Road.	1,695

LA SALLE—V-8. Series 345 B. 130 W. B.
Fisher Bodies

2 Coupe	2,395	2 Con. Coupe	2,545
5 Sedan	2,495	5 Town Coupe	2,545

LA SALLE—V-8. Series 345 B. 136 W. B.
Fisher Bodies

5 Town Sedan	2,645	7 Imperial	2,795
7 Sedan	2,645		

LINCOLN—8-cyl. 136 W. B.
Standard Models

2 Roadster	2,900	2 Coupe	3,200
4 Phaeton	3,000	5 Victoria	3,200
Town Sedan (2 win.)	3,100	7 Sedan	3,300
5 Sedan	3,200	7 Limousine	3,350

LINCOLN—12-cyl. 145 W. B.
Standard Models

4 Spt. Phaeton	4,300	4 Spt. Phae. (Toneau cowl)	4,500
7 Spt. Touring	4,300	5 Sedan	4,600
5 Coupe	4,400	7 Sedan	4,700
4 Town Sedan (2 or 3 win.)	4,500	7 Limousine	4,900

LINCOLN—12-cyl. 145 W. B.
Custom Models

2 Con. Road. (R.S.) Le Baron	4,600	5 Con Sedan (Dietrich)	6,400
2 Coupe (Dietrich)	5,000	5 Spt. Berline, Dietrich	6,500
2 Coupe (R.S.) Dietrich	5,150	2 Spt. Roadster, Murphy	6,800
2 Coupe, Judkins	5,100	Town Brougham, Willoughby	7,100
2 Coupe (R.S.) Judkins	5,350	7 Brougham, Brunn	7,000
5 Berline, Judkins	5,700	5 Cabriolet (N. C. or S. C.) Brunn	7,200
7 Limousine, Willoughby	5,900	5 Town Cabriolet (Le Baron)	7,400
5 Con Victoria, Waterhouse	5,900		

MARMON—8-125. 125 W. B.
Standard Models

5 Sedan (5 wire wheels)	1,395	2 Con. Coupe (5 wire wheels)	1,445
2 Coupe (R.S.) (5 wire wheels)	1,395		

MARMON—8-125. 125 W. B.
De Luxe Models

5 Sedan (6 wire wheels)	1,545	2 Con. Coupe (6 wire wheels)	1,595
2 Coupe (R.S.) (6 wire wheels)	1,545		

MARMON—16-Cyl. 145 W. B.

5 Sedan	5,700	2 Con. Coupe	5,850
2 Coupe (R. S.)	5,700	7 Sedan	5,900
5 2-dr. Coupe	5,800	5 Con Sedan	5,950
5 Cl. Cpl. Sed.	5,800	7 Limousine	6,100

NASH 2JG SIX—116 W. B.

2 Coupe	777	5 Sedan 4-dr.	840
4 Coupe	825	4 Con. Roadster	895
5 Town Sedan 4-door	825	5 Con. Sedan 2-door	935

NASH STANDARD EIGHT—121 W. B.

2 Coupe	965	5 Sedan 4-dr.	1,015
4 Coupe	1,015	4 Con Roadster	1,055
		5 Con Sedan 2-door	1,095

NASH SPECIAL TWIN IGNITION EIGHT 128 W. B.

2 Coupe	1,270	5 Sedan 4-dr.	1,320
4 Coupe	1,320	5 Victoria	1,395
4 Con. Road.	1,395	5 Con. Sedan 4-door	1,475

NASH ADVANCED TWIN IGNITION "8" 133 W. B.

5 Sedan 4-dr.	1,595	5 Victoria	1,785
4 Coupe	1,695	5 Con. Sedan 4-door	1,875
4 Con Roadster	1,795		

NASH AMBASSADOR TWIN IGNITION "8" 142 W. B.

5 Sedan 4-dr.	1,855	7 Sedan	1,955
5 Brougham 4-door	1,855	7 Limousine	2,055

(Recent price changes in bold face)

OLDSMOBILE—6-cyl. 116½ W. B.
F-32 Models

2 dr. Sedan	875	4 dr. Sedan	955
Bus. coupe	875	Con. Roadster	955
Sport Coupe	925	Patrician Sedan	990

OLDSMOBILE—8-cyl. 110½ W. B.
L-32 Models.

2 dr. Sedan	975	4 Dr. Sedan	1,055
Bus. coupe	975	Con. Roadster	1,055
Sport Coupe	1,025	Patrician Sedan	1,090

PACKARD—8-Cyl. 130 W. B.

5 Sedan	2,250		

PACKARD—8-Cyl. 137 W. B.

7 Touring	2,500	5 Club Sedan	2,775
2 or 4 Coupe	2,595	7 Sedan	2,835
5 Phaeton	2,650	5 Spt. Phaeton	2,950
2-4 Coupe Roadster	2,650	7 Sedan Lim.	2,985
		5 Con. Victoria	3,195
5 Sedan	2,685	5 Con. Sedan	3,250
5 Coupe	2,745		

PACKARD—8-Cyl. 142 W. B.
De Luxe Eight

2-4 Coupe	3,150	5 Club Sedan	3,395
5 Sedan	3,245	7 Touring	3,395
2-4 Coupe Roadster	3,250	5 Spt. Phaeton	3,590
		5 Con. Victoria	3,825
5 Phaeton	3,290	5 Con. Sedan	3,895
5 Coupe (R. S.)	3,350		

PACKARD—8-Cyl. 147 W. B.
De Luxe Eight

7 Sedan	3,495	7 Sedan Lim.	3,695

PACKARD—8-Cyl. 128 W. B.
Light Eight

5 Sedan	1,750	2-4 Coupe Roadster	1,795
5 Coupe Sedan	1,795	2-4 Coupe (R.S.)	1,795

PACKARD—Twin Six—12-Cyl. 142 W. B.

2-4 Coupe	3,650	7 Touring	3,895
5 Sedan	3,745	5 Club Sedan	3,895
2-4 Coupe Roadster	3,750	5 Spt. Phaeton	4,090
		5 Con. Victoria	4,325
5 Phaeton	3,790	5 Con. Sedan	4,395
5 Coupe	3,950		

PACKARD—Twin Six—12-Cyl. 147 W. B.

7 Sedan	3,995	7 Sedan Lim.	4,195

PEERLESS—8-cyl. 125 W. B.
De Luxe Master

5 Sedan	2,320	Club Sedan	2,370
2 Coupe	2,320	Cabriolet	2,430

PEERLESS—8-cyl. 138 W. B.
De Luxe Custom

5 Sedan	2,985	7 Sedan	3,135
5 Club Sedan	3,035	7 Limousine	3,335

PIERCE ARROW—54. 137 W. B.

5 Club Brougham	2,850	5 Club Sedan	3150
5 Sedan	2,985	4 Tourer	3150
4 Coupe	2,985	5 Club Berline	3,350
4 Con. Coupe Roadster	3,100	4 Spt. Phaeton	3,350
		5 Con. Sedan	3,450

PIERCE ARROW—54—142 W. B.

7 Sedan	3,185	7 En. Dr. Limousine	3,450
7 Tourer	3,450		

PIERCE ARROW—53. 137 W. B.

5 Club Brougham	3,650	5 Club Sedan	3,950
5 Sedan	3,785	4 Tourer	3,950
4 Coupe	3,785	5 Club Berline	4,150
4 Con. Coupe Roadster	3,900	4 Spt. Phaeton	4,150
		5 Con. Sedan	4,250

PIERCE ARROW—53. 142 W. B.

7 Sedan	3,935	7 En. Dr. Limousine	4,250
7 Tourer	4,250		

PIERCE ARROW—52. 142 W. B.

5 Sedan	4,295	5 Club Berline	4,690
5 Club Sedan	4,490		

PIERCE ARROW—52. 147 W. B.

7 Sedan	4,535	7 En. Dr. Limousine	4,800

PLYMOUTH—4-cyl. 112 W. B.

Buss. Roadster	495	4-dr. 3 win. Sedan	635
Buss. Coupe	565	Con. Coupe	645
Spt. Roadster (R. S.)	595	7 Sedan (121-in. W. B.)	725
Spt. Phaeton	595	Con. Sedan	785
Coupe (R. S.)	610		

PLYMOUTH—4-cyl. *170 O. A. Thrift Models

5 2-dr. Sedan	495	5 4-dr. Sedan	575

PONTIAC—6 cyl. 114 W. B.

2 Stan. Coupe	635	5 4-dr. Sedan	725
5 2-dr. Sedan	645	2 Con. Coupe	765
4 Coupe (R.S.)	715	5 Custom Sedan	795

PONTIAC—V-8. 117 W. B.

2 Stan. Coupe	845	Con. Coupe	945
2 Dr. Sedan	845	4 Dr. Sedan	945
4 Coupe (R.S.)	925	Custom Sedan	1,025

REO—MODEL S—117 W. B.
Flying Cloud

5 Stan. Sedan	995	Stan. Convertible Coupe	995
		Coupe	1,045

REO—6-21. 6-cyl. 121 W. B.

5 Sedan	995		

REO—8-21. 8-cyl. 121 W. B.

5 Sedan	1,195		

REO—8-25. 8-cyl. 125 W. B.

Coupe	1,565	Sedan	1,565
Victoria	1,565		

REO ROYALE—8-cyl. 131 W. B.

Sedan Victoria	1,985	Coupe	1,985

REO ROYALE—8 cyl. 135 W. B.

Sedan	2,445	Con. Coupe	2,445
Coupe	2,445		

ROCKNE—6-65. 6-cyl. 110 W. B.
Standard Models

2 Coupe	585	5 Sedan	635
Coach	595	Conv. Roadster	675
4 Coupe	620	Conv. Sedan	695

ROCKNE—6-65. 6-cyl. 110 W. B.
De Luxe Models

2 Coupe	630	5 Sedan	680
Coach	640	Conv. Roadster	720
4 Coupe	665	Conv Sedan	740

ROCKNE—6-75. 6-cyl. 114 W. B.
Standard Models.

2 Coupe	685	Conv. Roadster	775
4 Coupe	720	Conv. Sedan	795
5 Sedan	735		

ROCKNE—6-75. 6-cyl. 114 W. B.
De Luxe Models.

2 Coupe	730	Conv. Roadster	820
4 Coupe	765	Conv. Sedan	840
5 Sedan	780		

STUDEBAKER—6-cyl. 117 W. B.

2 Coupe	840	4 Regal Coupe	995
4 Coupe	890	5 Regal St. Regis Brougham	1,020
5 St. Regis Brougham	915	5 Regal Sedan	1,020
5 Sedan	915	4 Regal Con. Roadster	1,155
4 Con. Roadstr.	915	5 Regal Con. Sedan	1,020
2 Regal Coupe	945	5 Regal Con. Sedan	1,090
5 Con Sedan	985		

STUDEBAKER—8-cyl. 117 W. B
Dictator Models

2 Coupe	980	4 Regal Coupe	1,135
4 Coupe	1,030	5 Regal St. Regis Brougham	1,155
5 St. Regis Brougham	1,050	5 Regal Sedan	1,155
5 Sedan	1,050	4 Regal Con. Roadster	1,155
4 Con. Roadstr.	1,050	5 Regal Con. Sedan	1,230
2 Regal Coupe	1,085		
5 Con. Sedan	1,125		

STUDEBAKER—8-cyl. 125 W. B.
Commander Models

4 Coupe	1,350	5 Regal Sedan	1,550
4 Con. Roadstr.	1,445	4 Regal Con. Roadster	1,550
5 Sedan	1,445	5 Con. Sedan	1,560
5 St. Regis Brougham	1,445	5 Regal Con. Sedan	1,665
4 Regal Coupe	1,455		
5 Regal St. Regis Brougham	1,550		

STUDEBAKER—8-cyl. 135 W. B.
President Models

4 Coupe	1,690	4 State Con. Roadster	1,855
5 St. Regis Brougham	1,750	5 Con Sedan	1,880
5 Sedan	1,750	7 Sedan	1,890
4 Con. Roadstr.	1,750	5 State Con. Sedan	1,985
4 State Coupe	1,795	7 Limousine	1,990
5 State St. Regis Brougham	1,855	7 State Sedan	1,995
5 State Sedan	1,855	7 State Limous	2,095

STUTZ—6-cyl. 127½ W. B.
LAA Series

5 Sedan	1,520	2 Coupe	1,620
5 Coupe	1,620	Club Sedan	1,620

**STUTZ—8-cyl.